

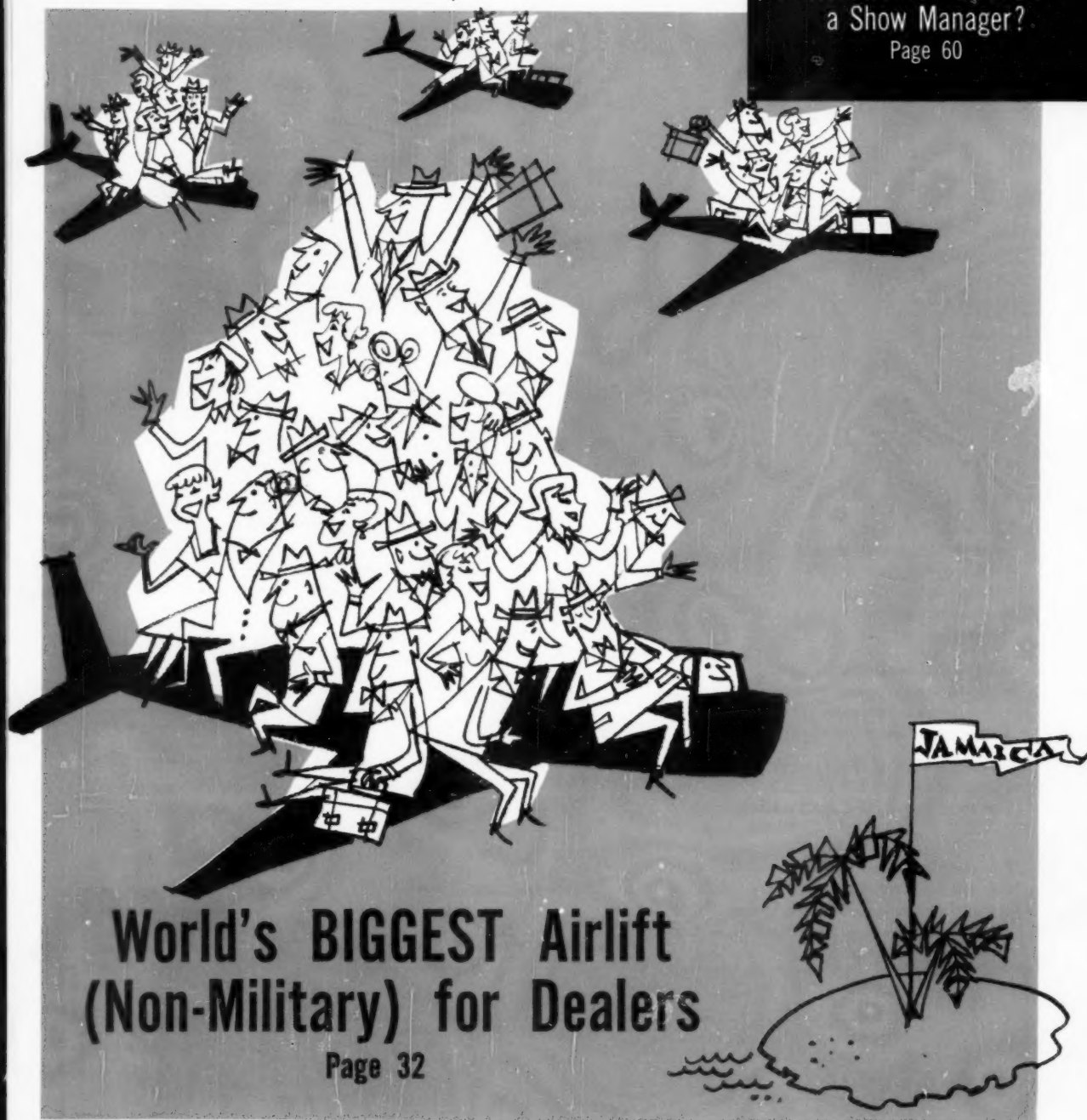
# Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

TV Meetings Mean  
Timetable Vigil  
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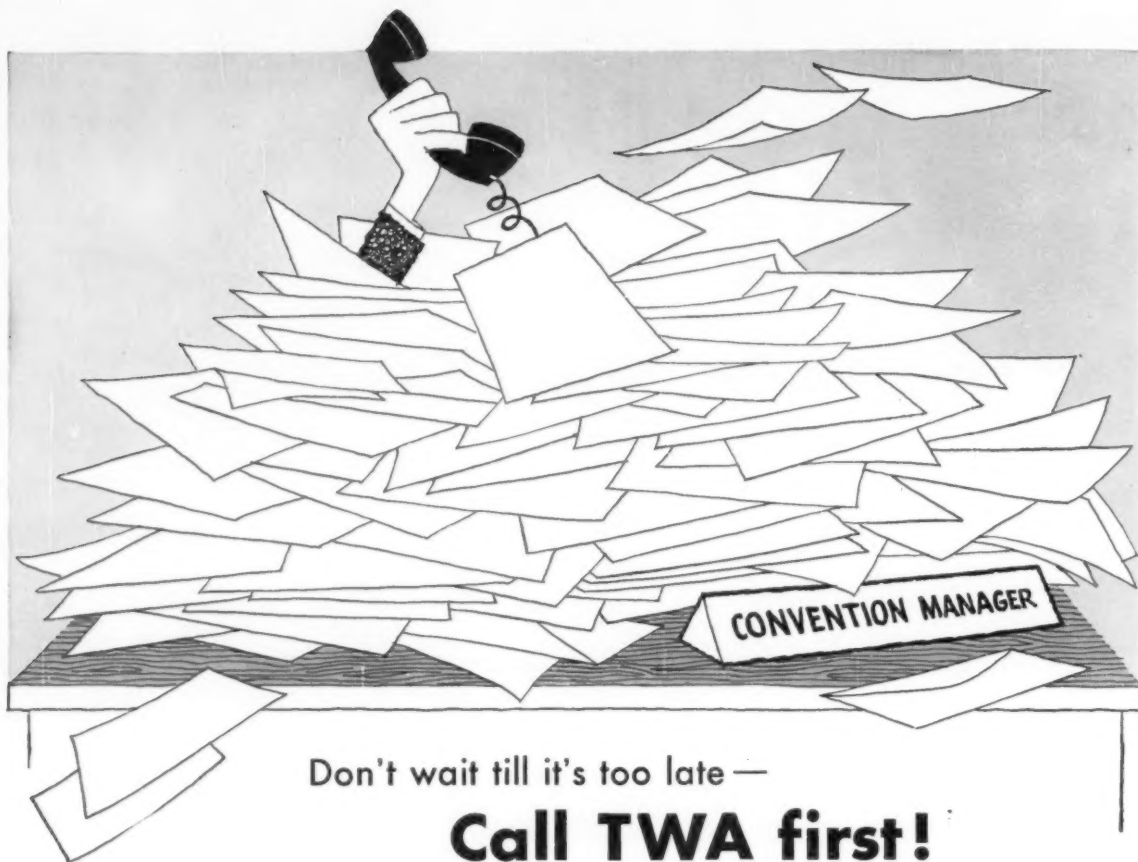
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How Do You Measure  
a Show Manager?  
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World's BIGGEST Airlift  
(Non-Military) for Dealers

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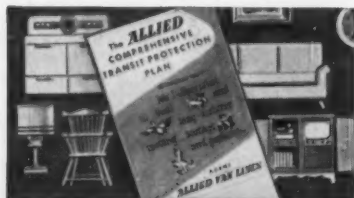
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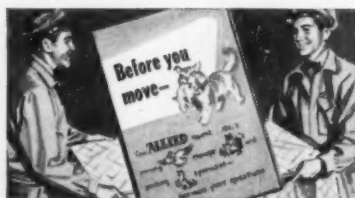
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PART  
TWO

**Sales Management**

**Sales Meetings**  
MAGAZINE

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SM/JANUARY 1, 1956



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AT FRENCH LICK, INDIANA



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**GRAND RE-OPENING MARCH 1, 1956**

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Because of the great many convention requests already received by Sheraton, we advise you to contact Mr. Arthur J. Newman, General Manager of the French Lick-Sheraton Hotel, as soon as possible. Mr. Newman will be glad to furnish you with full information about this famous convention resort.

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## Facilities Roundup

### New Facilities Being Built or Remodeled for Conventions

#### LUBBOCK, TEXAS

New Auditorium-Coliseum, scheduled for early 1956 opening, will seat 7,500 in the Coliseum and 2,500 in adjoining arena. Building is divided into three sections, with center section housing 100 by 50 ft. stage. Nearby parking lot is planned to accommodate 1,900 cars.

#### CHICAGO

Air-conditioning of Morrison Hotel is underway, with 500 rooms already completed, reports William Henning Rubin, president. Program will be completed by May, 1956. Exhibit Hall, all public function rooms and lobby are now air-conditioned.

#### BUFFALO

Plans are underway for construction of a \$1-million hotel, according to Benderson Development Co. New 150-room hotel will be air-conditioned. Inside parking for about 75 cars will be provided.

#### MONTREAL

New Queen Elizabeth Hotel, scheduled for completion in 1957 or early 1958, has convention reservations extending into 1967, H. J. Nevin, convention and tourist bureau manager, announces. Hotel will accommodate 2,500 for banquets and 4,000 for meetings.

#### TORONTO

A 900-room hotel will be erected by 1958 at a cost of \$9,500,000. W. Harry Weale, vice-president National Management, Ltd., announces. Hotel will feature complete air-conditioning of public rooms and partially air-conditioned bedrooms. Underground garage will house 200 cars with provisions for drive-in registration.

#### AUSTIN, TEXAS

New addition to Commodore Perry Hotel, now under construction, will connect hotel to garage giving guests direct access to hotel from the garage. Addition will house 100 bedrooms, new convention room with capacity of 500, plus three smaller meeting rooms. Building will be completely air-conditioned.

#### SAN JUAN, PUERTO RICO

New 300-room resort hotel is expected to be completed by Nov. 1956. To be constructed at a cost of \$6.5 million, hotel will include convention hall for 1,000 persons, night

club, dining room for 350, and parking lot for 400 cars. New hotel will be constructed and operated by Intercontinental Hotels Corp.

Contracts have been signed for a new addition to Caribe Hilton Hotel, Conrad N. Hilton, president, Hilton Hotels International, reports. Addition will add 100 rooms to the hotel and be completely air-conditioned. Costs of the seven-story building are estimated at \$1,200,000. It will be a separate building, connected to main hotel by a covered walk. Scheduled for completion December, 1956, opening will coincide with seventh anniversary of Caribe Hilton.

#### NEW ORLEANS

New Pigeon Hole Garage at Jung Hotel is slated to open this month. Ten-story structure has 300 car capacity. Manually controlled elevator with automatic lift-device moves cars into stalls in little more than a minute.

#### MIAMI BEACH

Newly constructed Seville Hotel reports conventions have already been booked through 1962. Grand ballroom seats 2,000 at meetings and 1500 at banquets. Completely air-conditioned hotel offers 12,000 sq. ft. exhibit space. Capacity of five meeting rooms ranges from 50 to 500.

Newly-opened Eden Roc has 14 meeting rooms which will accommodate groups ranging from 24 to 1,600. Hotel is completely air-conditioned with 400 rooms and five banquet rooms. Largest dining room seats 1,000, reports Robert H. Whalen, director of sales.

The Lucerne, which opened Dec. 10, offers complete convention facilities for groups up to 200. Fully air-conditioned, hotel features four meeting rooms and two banquet rooms, according to Randolph Kirkley, general manager.

#### SANTA BARBARA, CAL.

William P. Gawzner, manager, Miramar Hotel, reports completion of new \$200,000 convention auditorium. Building has two adjoining rooms. Larger room seats 575 for a banquet and 950 at a meeting. Gold Room seats 150 for a meeting or banquet. In addition, auditorium has two stand-up bars and kitchen specially designed for high speed service.

Hall features upholstered chairs in meeting rooms, air-conditioning and complete movie projection facilities.

The End

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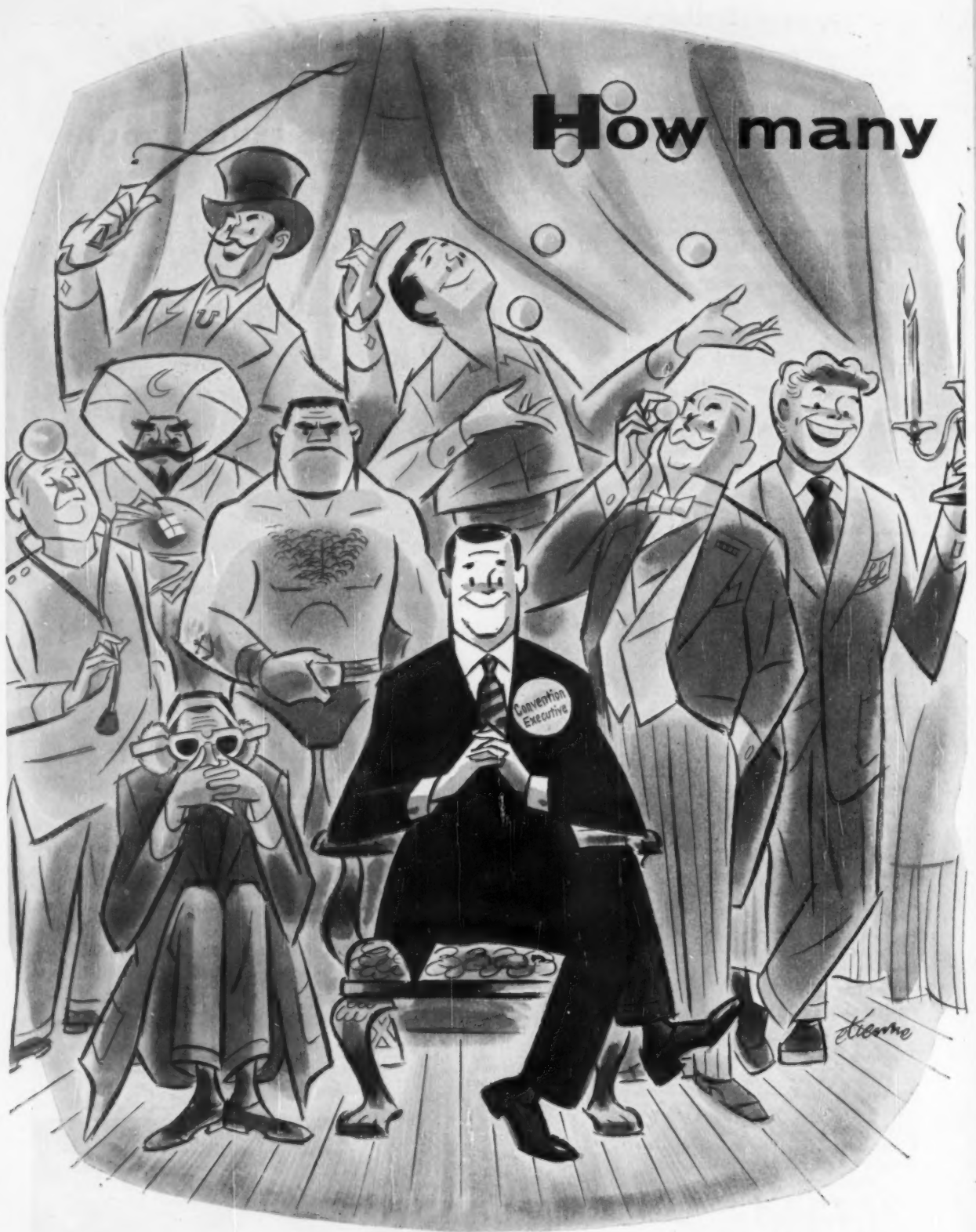
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**He's a doctor**, who can diagnose every complaint and soothe any delegate's furrowed brow.

**He's Fliberace**, the Swoon Boy, who can keep the wives of delegates deliriously happy.

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## MEETING & SHOW NEWS

### International Fair for '57

New York City is to be site of an international trade fair, planned for April 14-27, 1957. To be managed by Charles Snitow Organization, Inc., United States World Trade Fair is slated as a 200,000 sq. ft. show of foreign products. The show is being planned as an annual, and, according to Charles Snitow, will have products from 44 countries with no U. S. exhibits.

Z. B. Hyde, formerly with U. S. Department of Commerce, has been named general manager of the trade fair. He reports that exhibits will be displayed by product classification throughout the upper floors of New York's Coliseum with the lower level devoted to national theme displays.

### Medical Show Designed for Public

Cavalcade of Health and Medical Progress, a medical show for the public, will be staged on the West Coast, Jan. 6-15. The show in Shrine Exposition Hall and Auditorium, Los Angeles, is sponsored by the Los Angeles County Medical Assn. and is managed by Fred J. Tabery. All exhibits are to be educational and a screening committee reviews plans for each company's display. Over 150 films will be shown in two theaters in the auditorium during the show which is to cover 85,000 sq. ft. Admission to the show is \$1 and one exhibit section is barred to children.

### Philco Sending Salesmen Around World

Fifty-six retail salesmen of Philco Corp., winners of Philco's Jubilee Sales Contest, will start on a round-the-world trip Feb. 7. The trip, by chartered Pan American plane, marks first time group of winners this size has embarked on a world tour, according to William Wight, Philco director of public relations.

Winners represent top salesmen in each of 14 sales regions. Other prizes in the national contest include automobiles and appliances.

Flight will stop at London, Paris, Rome, New Delhi, Hong Kong, Honolulu, San Francisco and Chicago. Representatives of Philco International Corp. will entertain the group at various stops and arrange meetings with local dignitaries. Group is due back in Philadelphia Feb. 26.

### ASI Show Dropped As Separate Event

New plan to rotate national conventions of Motor and Equipment Wholesalers Assn., at regional show locations will be inaugurated when MEWA holds its convention in conjunction with the Pacific Automotive Show, San Francisco, Feb. 21-22. National Automotive Service Industries Show will not be held this year as a separate show, but emphasis will be placed on Pacific Automotive Show instead. Plan calls for different regional site—with available facilities—to be chosen each year.

The plan, B. W. Ruark, MEWA general manager, emphasizes, is only a trial basis and the national show will be resumed if it doesn't work out on a regional basis.

### Lease Coliseum for \$300,000 Plus

Coliseum Exhibition Corp. has leased the New York Coliseum from Triborough Bridge and Tunnel Authority for 10 years for minimum of \$300,000 a year plus percentage of gross income. Arthur Smadbeck, president of Park-Lexington Corp., and Peter Grimm represented the Coliseum Exhibition Corp. at the transaction.

James F. Walsh, Coliseum renting agent, becomes auditorium manager.

### New Products and Patents Show Planned

A combination of civic, management and labor organizations will sponsor the first U.S. National New Products, New Methods and Patents Exposition, Detroit, fall of 1956. Purpose of the show, according to Thomas Reid, Ford Motor Co., chairman of the show, is "to develop new business, to help existing businesses cut costs and diversify production by making new products and research results available." Show dates are expected to be announced shortly.

### Design Engineering Show in May

Design Engineering Show, Philadelphia Convention Hall, May 14-17, will be first show devoted exclusively to needs of engineers designing both consumer and industrial products, say show officials. Show will exhibit all types of original equipment which go into the manufacture of the finished product.

The show is an outgrowth of Basic Materials Exposition held in New York City and Chicago. Decision to broaden base of the show was made at the request of show visitors, according to Saul Poliak, Clapp & Poliak, Inc., show management.

### ASR Uses Resort First Time

December national sales meeting of the American Safety Razor Corp. marked the first time the organization has used a resort for a meeting site. Four-day meeting, devoted to ASR new products and plant modernization program was held at the Greenbrier, White Sulphur Springs, W. Va.

### Cubic Content Displays for Show

Three different types of exhibits are planned into the 11th annual Instrument-Automation Conference of the Instrument Society of America. Approximately 36% of all exhibit space will make use of the cubic content of booth areas. Of this, more than half will be allowed to have unlimited height (area in center of show floor). The rest of the show will have standard eight-foot-high booths and not use cubic content.

If this test of cubic content is successful, additional areas may be used at succeeding shows. With 82,000 sq. ft. planned, this year's show will be held in the Coliseum, New York City, Sept. 17-21. Space rates have been set at \$4 a sq. ft. with a 10% additional premium for choice space.

### New Show for Negro Market

Continental Expositions, New York City, announces that plans for Exposition of Progress, first consumer products show aimed at the Negro market, have been completed. Show will be held at the



**WE'RE LOOKING AROUND  
A CORNER  
THAT STILL ISN'T BUILT**

### The New Coliseum in New York

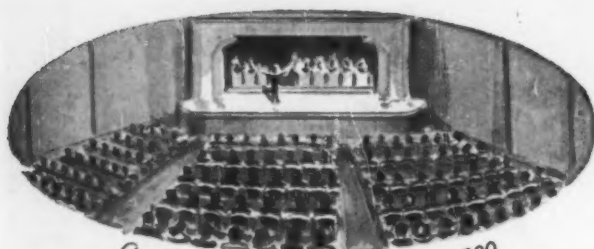
We're not really sidewalk superintendents . . . but we *are* interested in the construction of the gigantic New York Coliseum—the largest exhibition hall of its kind in the world. It will be used next May for the first exhibit of the 1956 Home Building Exposition, and **Railway Express** is looking forward to delivering a good deal of the display materials involved.

So, whether you're exhibiting at the Coliseum, or any other place in the country, phone your nearest **Railway Express** office. We will pick up your display materials in areas covered by our vehicle service. You can be assured of prompt delivery . . . your displays get "VIP" treatment in transit. Our Itinerary Display Service can work out a complete schedule for point-to-point movement of your display by rail or air express . . . saves you time, money, and headaches.

*For a successful convention  
or meeting, see or call  
your nearest*

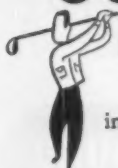
**Railway Express office.**





*Auditorium Accommodates 1500*

NOWHERE IN AMERICA IS THERE A MORE  
**VERSATILE SETTING**  
FOR EFFECTIVELY ENJOYABLE  
**CONVENTIONS**  
AND OTHER GROUP GATHERINGS



95 miles from New York...  
in the beautiful Shawangunk Mountains  
...conveniently reached from all  
directions by Car, Bus, and especially  
by Plane to JENNIE GROSSINGER AIRPORT.

All Sports at all seasons... Championship 18-hole  
Golf Course, Tennis and all court games, Private  
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for Boating and Fishing, Olympic Swimming Pool;  
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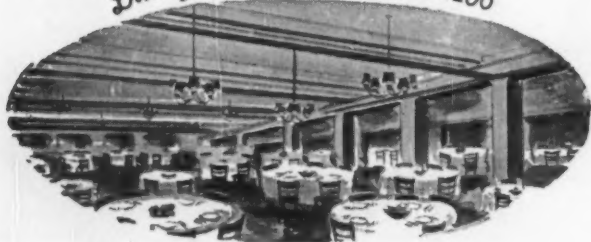
Toboggan Slide, Skiing,  
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Top-drawer Entertainment, Dancing,  
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Most modern facilities and complete  
cooperation in all aspects of Meeting  
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**GROSSINGER'S NEW YORK OFFICE: 221 WEST 57TH STREET**  
**Phone Circle 7-4915**

*Dining Room Accommodates 1200*



MEETING & SHOW NEWS continued

Wanamaker Building, New York City, Mar. 25-Apr. 1. National companies, ranging from beer manufacturers to public utilities have been signed for the show, according to Harold R. Meyer, director. The show represents "opportunity to obtain first hand valuable answers to the Negro marketing problem," says Meyer. Show will visit other leading cities in the fall, beginning with Detroit and Chicago.

**Slone President of Hotel Sales Mgrs.**

Jack M. Slone, director of sales, The Fontainebleau, Miami Beach, was elected president of Hotel Sales Management Assn. at the organization's annual convention in Detroit, Nov. 19-22. He succeeds Elmore C. Bacon, vice-president, Hotel Cleveland, Cleveland.

Executive Vice-President Adriam Phillips reported the addition of 165 new members during 1955, bringing total HSMA membership to 929.

**More Than Half of Visitors Buy at Show**

National Plumbing and Heating Exposition officials anticipate a "high-quality" audience again this year at Milwaukee Auditorium, June 11-14. A survey conducted by John T. Fosdick Associates at the 1955 exposition showed that 85% of show visitors were members of the National Assn. of Plumbing Contractors, who hold their annual meeting in conjunction with NPHE.

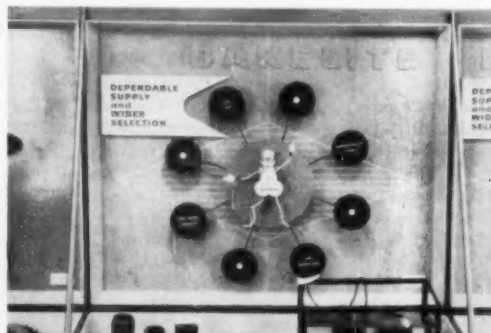
Another item turned up by the survey was that 55% of the plumbing contractors at the show placed orders with the exhibitors.

**Materials Handling Institute Has Sellout**

Space for the Material Handling Institute's Exposition of 1956, Cleveland, June 5-8, has been sold out since March, a show spokesman announces. More than 150 exhibitors will use 106,000 sq. ft. in Cleveland's Public Auditorium. Net proceeds of the material handling equipment show will be used to promote an educational program sponsored by MHI.

**Lewis Heads NAEM**

National Assn. of Exhibit Managers elected William D. Lewis president at their annual meeting



NEW EXHIBIT MATERIAL, panel of honeycombed paper laminated in sheets of plastic, was used first time by Bakelite Co. at National Metals Exposition. Panels are translucent, amazingly strong.



in St. Louis, Dec. 1-2. Lewis is associated with Canning Machinery and Supplies Assn., Washington, D. C.

Mert E. Thayer, manager of International Amphitheatre, Chicago, addressed the meeting on contracts with convention halls. Another speaker, J. E. Bachelder, Research Director of the Industrial Advertising Research Institute, discussed the Institute's study of exhibit impact.

Other officers elected include: vice-president, William F. Sherman, Automobile Manufacturers Assn., Detroit; secretary-treasurer, Chester Wells, National Metal Exposition, Cleveland.

#### Plant Maintenance to Have 400 Exhibitors

About 400 exhibitors are expected to participate in the Plant Maintenance & Engineering Show set for Convention Hall, Philadelphia, Jan. 23-26. Annual conference on engineering and plant maintenance will be held in conjunction with the show again this year. This will be the second time show has been held in the East, the last time in Philadelphia also.

#### Sell-Out for NOMA Show

An early sellout of exhibit space for the National Office Management Assn. show, Philadelphia Convention Hall, May 20-24, was predicted by show officials. F. F. Robinson, chairman, NOMA's show committee, announces one-third of available exhibit space had been sold the first week. Between 30,000 and 40,000 business men and women are expected to attend the show, he adds.

#### Buddenberg Retires from Housewares Show

National Housewares Manufacturers Assn. announces the resignation of Executive Secretary A. W. Buddenberg, effective Jan. 31. Buddenberg has been executive secretary since 1943 and served as president and director of the first association prior to NHMA. He is succeeded by Dolph Zapfel, Buddenberg's assistant since 1948.

#### New Show for Baby Market

First annual National Baby and Children's Show will be staged at the Coliseum, New York City, Aug. 4-12. Show will feature a "nursery and playroom of the future," where exhibitors may display one product each.

Show will be divided into two sections and the public will be admitted to only the afternoon and evening sessions. A theatre for 400 will be set up in the balcony where films and fashion shows will be presented.

The End



FIRST NATIONAL CONVENTION of Exhibit Producers & Designers Assn. was staged last month in Cleveland. Elected president was Norman F. Hadley, Norman Fisher Hadley, Buffalo.



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there's no city like  
**WASHINGTON**  
-----  
in all of WASHINGTON  
there's no place like  
the **ARMORY**  
-----

*the Show Place of the Nation's Capital*

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TRADE ASSOCIATION SHOWS,  
COMMERCIAL  
EXHIBITS, ETC.



FROM ANYWHERE IN D. C., IT'S EASY TO REACH THE ARMORY.

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#### GREAT EVENTS AT THE ARMORY:

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\*An additional 65,000 sq. ft. available—subject to approval of Armory Board.

**For Information write: Armory Board Manager**  
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2001 EAST CAPITOL STREET  
WASHINGTON 3, D. C.

## A Message to Companies Planning Sales and Staff Meetings During 1956

Travel is your most important factor when you plan to gather your sales representatives or company staff for a meeting.

The success or failure of these meetings depends on how well the travel plans have been arranged and carried out.

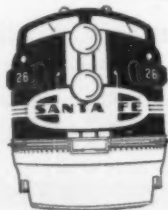
There is no set plan that can be applied to handling groups attending sales or company meetings. On the Santa Fe we treat each group separately to fit our service and equipment into plans each company is trying to arrange.

Lounge facilities are available for meetings or group entertainment while you are en route. Special dining services, special cars or special trains can easily be planned, and you can more easily make schedule plans from small town or big city when you travel by train.

Where to go? When best to go? How far to go? Schedules? Accommodations? Costs?

These questions can be answered for you by those of us on the Santa Fe who have years of experience in handling individual and group travel.

We would appreciate the opportunity to discuss your 1956 plans for meetings. A short personal note to me will put Santa Fe passenger people at your service.



*R. J. Henderson*

General Passenger Traffic Manager  
Santa Fe System Lines  
Chicago 4, Illinois

January 1, 1956

# P R E D I C T I O N S

## Convention and Trade Show Business in 1956

This year will see the greatest convention year in history. From every corner of the country reports indicate 1956 will equal or beat 1955 which saw records broken in every department—number of conventions, number of sales meetings, number of trade shows and attendance.

**From the West Coast, Walter G. Swanson, vice-president and general manager, San Francisco Convention and Visitors Bureau, reports a 5.26% increase in schedule of conventions and trade shows for 1956 over last year.**

Allen K. Pollock, manager, Convention and Visitors Bureau of Los Angeles Chamber of Commerce, declares, "We are confident that we shall equal or slightly exceed our 1955 record. I look for attendance at 1956 conventions to hold up favorably to the high record for 1955," says Pollock. "This is particularly significant because of our distance from the center of membership for the majority of national groups."

**Increased attendance estimates for 1956 are important, because they must follow a sizable jump over last year's shows which saw their heaviest turnouts.**

Says the Chicago Convention Bureau, attendance at conventions in Chicago during 1955 has been approximately 29% ahead of 1954—1,325,000 convention visitors against 1,034,200 in 1954. Outlook for 1956 is every bit as good as in 1955. While it is not so much a case of increasing the number of conventions scheduled here, we are getting a constantly growing number of those with heavier attendance records.

"Looking ahead a little further," says the Chicago Bureau, "we are recording some very gratifying booking as far ahead as 1960 and 1961. Pleasing as this outlook is, it could be made even more glowing once the new Chicago Exposition and Convention Center becomes a reality. Unfortunately, we cannot predict at this time just when actual construction work will begin as litigation has retarded necessary advance planning work of the engineers."

Also from Chicago, Mert E. Thayer, manager, International Amphitheater, and past president, National Association of Auditorium Managers, reports, "The future of the exposition business has never looked better. Not only have leading expositions for industry and public greatly increased in number, but most of them are now of a record size. Ten years ago, whole industries could not fill the space now demanded by one concern in an industry. International Amphitheater, which can seat 12,000 persons and provide over 400,000 sq. ft. of space for exhibits at the same time, will enjoy its busiest year in 1956. Dollar volume of exposition business is here 10 times what it was 15 years ago.

"Management of International Amphitheatre," says Thayer, "looks forward to 1956 and the future with great assurance. Our bookings run well into the 1960's. We

may add to the structure in 1960 should additional space be required in that year for the great Tool Show.

**"Record attendances at several expositions are expected in 1956. The last year was a good one, but I believe it will look small in terms of 1960."**

Optimism is not limited to one or two cities. Edward C. Brennan, executive vice-president, Cleveland Convention and Visitors Bureau, reports his city "is looking forward to an excellent convention year in 1956." Wayne Stetson, manager, Atlantic City Convention Bureau, expresses a similar optimism. "Our lookings for 1956 are excellent," says Stetson, "with 1957 being better than average for an odd-numbered year." Desmond Kelly, convention manager, City of Miami, reports, "1956 looks good; attendances are holding up."

**Air travel accounts for some of the most spectacular increases in the convention field. M. M. Mathews, superintendent, convention sales, United Air Lines, reports "more than 100% increase over our 1954 performance" in movement of conventioners.**

For 1956, says Mathews, "Convention and company meeting travel by air is certain to show a healthy increase over 1955. Trend of convention travel to national conventions and company meetings is more and more to air."

"New York City is looking forward to one of the best convention and trade shows in its history," says Royal W. Ryan, executive vice-president, New York Convention and Visitors Bureau. "This year promises to be another record breaking year for the industry. The nation is enjoying one of the most prosperous periods in its history. Consequently, there is more money for travel which means more people than ever before will be planning to attend conventions and trade shows where they can exchange ideas and discuss problems of common interest to their own particular groups.

"Opening of the new Coliseum at Columbus Circle, April 28, will provide the city with a facility which it has needed for many years to take care of larger convention and trade show needs. New York Trade Show Building just opened and will augment New York's trade show facilities to the city's advantage."

Says Duane W. Carlton, executive director, New York Trade Show Building, "In no way, in my opinion, have trade shows and expositions been exploited to the fullest extent. I believe it is just the beginning for this medium—the most profitable manner for an industry and trade group to exploit its merchandise—either by open booths in an exposition hall or for trade show groups that use individual sample rooms.

"Just as soon as various industries recognize this fact," declares Carlton, "and various trade show buildings, exposition halls and hotels recognize the fact that there is real opportunity to mutually benefit each other, then and



# More and More Conventions Are Headed for **LONG BEACH** *In Southern California*



... on the shores of the blue Pacific

CHECK  
THESE  
ADVANTAGES:



**Top Hotels and Motels—Adjacent to Municipal Auditorium**  
Convenient, comfortable rooms at sensible prices.

**Excellent Exhibit and Meeting Halls**  
Ample booth space—nearly 100 meeting halls.

**Largest Auditorium in the West**  
Especially designed to meet your needs.

**Convention and Trade Show Know-How**  
Helpful experience gained from over 1000 shows.

**Fun—Around the Clock, Around the Year**  
Night Clubs—Sports—Entertainment.

**Hundreds of Nearby Scenic and Recreational Advantages**  
Disneyland—Marineland of the Pacific—Hollywood—Catalina—Knott's Berry Farm—Old Mexico—West's Finest Amusement Zone.



Write now for more information

## Convention & Visitors Bureau

*Municipal Auditorium*

**LONG BEACH, CALIFORNIA**



## PREDICTIONS continued

only then will the peak be reached in the exploitation of trade shows and expositions.

"I believe it is a fact, that the Trade Show Building is the first progressive move to give the trade show industry a real lift with a progressive move made in this direction. It has been proven because since June, we have been able to book some 39 trade shows or exhibits for 1956, and practically all of our agreements and contracts are for five years or more — all based on sound operation, priced fairly and offering the finest possible service.

"There are a goodly number of trade shows and expositions in operation, but if one would stop and think just a moment how many more types of businesses could put on trade shows and expositions," Carlton declares, "it would fill all the exhibit space available and we would need more.

"I cannot pass this opportunity without stating that too many trade shows endeavor to be scheduled in the same period of the year, which is overcrowding the market and creating a lack of space. At the same time it creates an abundance of space for trade shows in certain months. I believe it is common all over the nation that few trade shows are scheduled for the months of March, April, May, November and December. At least these are the months we need trade shows most."

Commission to advertising agencies for sale of exhibit space may be the big new trend to get underway in 1956. Richard Rimbach, Richard Rimbach Associates, Inc., is a show manager who has decided "to pay an agency commission on exhibit space rentals in an effort to bring about a greater recognition on the part of agencies in their clients' exhibit problems." He plans a 15% commission.

Duane Carlton alludes to possibilities to bring advertising agencies into the exposition fold. "Has the time come," he suggests, "wherein advertising agencies should be given discounts on all business they might schedule for their firms for trade shows and expositions? Of course, this could be a bomb shell. On the other hand, a large amount of money has been placed in agency hands for proper distribution for advertising purposes — to sell their firms' products — and if we can recommend to them to sell trade shows, we can give them a volume of money for the space we have to sell."

"Still not aware of its own strength, the exposition industry is just flexing its muscles," declares Allan Ray Putnam, American Society of Tool Engineers, and past president, National Association of Exhibit Managers. "There can be no question," he says, "that expositions will continue to be one of the most virile methods of advertising, merchandising and actual selling during 1956 and many years beyond."

In the near years ahead, Putnam sees these "fairly definite patterns" emerge:

"Expansion in number of shows in this country will continue in 1956, and probably beyond next year. Some of the expansion will be healthy, some not. Duplication among shows in certain fields will almost surely take place. Some of it will be entirely unnecessary, and in time only the stronger shows will survive.

"New fields will be more quickly served by correspond-

ing new shows as technical developments make such fields and shows possible," Putnam points out. "Customary lag between a new industrial or commercial development and advent of a new exposition will be shortened sharply, due to increased awareness of the exposition in our business way of life."

Regional shows may become more common, according to Putnam. "This increased emphasis on such shows, not necessarily to the detriment of established national shows but rather in a supplemental role, will arise from a desire to reach audiences that may otherwise be relatively inaccessible."

**Putnam predicts more serious study of the exposition as an advertising and selling medium in 1956. "Effective use of exhibit space (rather than questioning whether or not to use such space) will be the most intensively studied topic."**

For 1956 you can look to "increased interest" by exposition managements "in making exhibiting an 'easier' technique, in simplifying shows, in making necessary services more accessible and less costly, and in making more vigorous efforts to attract the best possible attendance," says Putnam.

William C. Copp, manager, Radio Engineering Show, reveals some results of a survey of Exposition Management Assn. (show managers).

"Our show managers," says Copp, "found that their shows in 1955 increased 14.5% in exhibit space over 1954. These managers anticipate that their 1956 shows will be 12.1% higher than 1955."

Show manager optimism seems universal, according to Copp. "No manager reporting to our survey anticipates a decrease. Some managers report having reached the limits of buildings in which they exhibit and therefore they would be unable to show any gain. Viewpoint of exposition managers is to expect a definite increase for their shows. All comment that exhibits are increasingly beautiful and effective, meaning that exhibitors themselves are making better use of the medium generally."

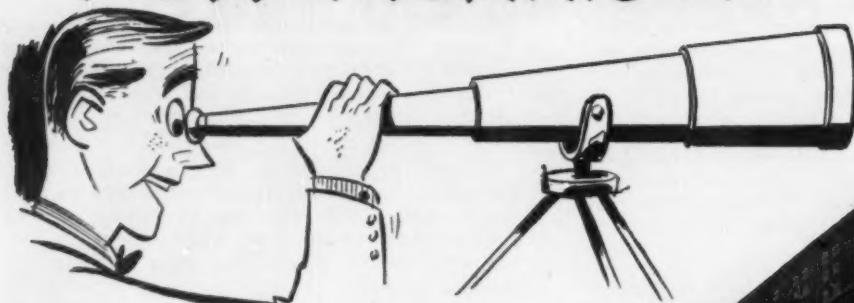
This opinion—that exhibitors are doing a better job—is held by display designers and builders, too. A poll of exhibit designers at Exhibit Producers & Designers Assn. national convention indicates that companies are not increasing their budgets for each show in which they participate but they are getting more for their money—doing a more effective job—by applying more imagination and relying on proven techniques.

**There is a general increase in display buying prompted by greater use of exhibits for sales meetings and expanded show schedules for many companies. Almost all exhibit builders list business in 1955 as better than 1954 and anticipate a bigger year in 1956.**

For 1956, exhibit builders expect display buyers to put more stress on design to highlight product identification and selling features; expect even greater use of exhibits at sales meetings and group-selling sessions; see a wider application of traveling shows; look for an increase in multiple use of exhibits; expect advertising agencies to come into the exhibit picture in larger measure; anticipate more regional shows; look to increased use of self-contained displays; and expect to see more shows in the West.

The End

# Take a NEW LOOK at the "NEW" MORRISON

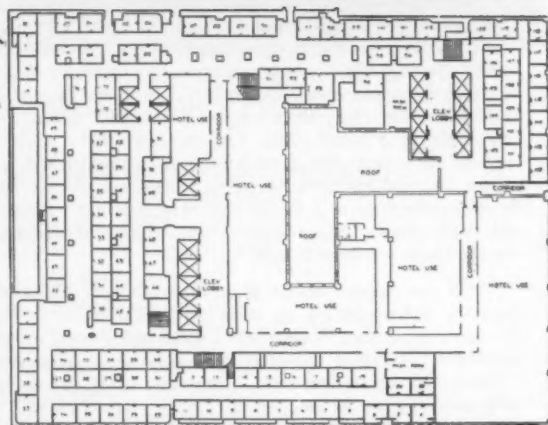
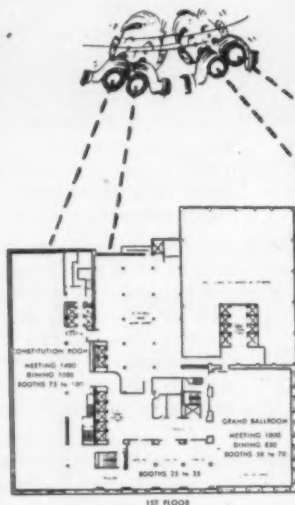


You can set your sights on a big show when you book it in Chicago's most modern exhibit area—the Morrison. Located in the heart of the loop, it's convenient to all forms of transportation, shopping, business, and entertainment! Offering a total of 1867 guest rooms; 30 air conditioned meeting rooms for 45 to 2000 persons; space for 770 booths and sample rooms; and unexcelled banquet facilities, the Morrison has all the space you need for your big shows.

*Any way you look at it...*  
the MORRISON has the finest facilities for any show or convention regardless of size!



MEETING ROOMS	FACILITIES MEETING CAPACITY	DINING CAPACITY
<b>LOWER LOBBY</b>		
Terrace Casino	2000	1500
<b>MEZZANINE</b>		
Coffilion Room	400	260
Embassy Room	200	180
Burgundy Room	50	40
Hollywood Room	150	110
<b>FIRST FLOOR</b>		
*Constitution Room	1500	1200
Ballroom & Balcony	1000	850
Parlor A	50	25
Parlor B	100	70
Parlor C	100	70
Parlor D	100	70
Ballrooms & Parlors Converted to 1 unit	1350	1085
<b>SECOND FLOOR</b>		
Parlor E	25	20
Parlor F	100	70
Parlor G	100	70
Walnut Room	100	70
Venetian Room	300	225
<b>THIRD FLOOR</b>		
Madison Room	350	250
Exhibition Hall	21,000 sq. ft.	
427-29-32-34	50 each	35 each
440	100	70
528-30-32-34-36	40 each	30 each
405	50	35
Bungalow (42nd floor)	45	45



3RD FLOOR—BOOTH LAYOUT (approx.)

\*The addition of our new Constitution Room on our Grand Ballroom floor offers unexcelled flexibility in the coordination of meetings, catering, and exhibit functions.

WM. HENNING RUBIN, Pres. JOHN B. GRANDE, Gen'l. Mgr.  
W. FRED PUFFER, Director of Sales  
TELETYPE CG 1685  
Franklin 2-9600

# Morrison Hotel

MADISON AT CLARK • CHICAGO

LIVE demonstrations of a technique for performing some task is always effective on closed-circuit television program. This demonstration is for physicians who attended a session sponsored by Wyeth, pharmaceutical company.



## TV Meetings Mean Timetable Vigil

Wyeth Laboratories devises schedule to reduce hair tearing when planning closed-circuit television sessions. Gives tips on how to tackle problems peculiar to this medium.

**BY JACK ROTHSTEIN**

*Television and Convention Manager, Wyeth Laboratories*

Wyeth Laboratories used multi-city closed-circuit television as a sales tool. And, it worked so well the first time, we used it again.

Closed-circuit television has been used by diverse industries for many purposes. Each of the pioneers in this medium had much to learn. Many of the problems and solutions involved in coordinating a multi-outlet closed-circuit telecast we discovered the hard way.

While advertising agencies and special organizations for producing closed-circuit programs can handle many of the details of these projects, it is necessary always for someone within the sponsoring company to

oversee and direct their activities. This creates need for personnel familiar with the problems and facets of closed-circuits. Obviously, at this early stage of closed-circuit, there are not too many individuals around with this experience. Therefore, with an eye to saving some hair tearing by a prospective closed-circuit user, I shall report on two Wyeth multi-city telecast and then outline some of the experiences gleaned from these two projects.

Wyeth Laboratories had a new drug to introduce to the medical profession. Physician experts had used the drug to reduce high blood pressure in clinical studies. They were

satisfied that it worked as well as, and in some respects better than, anything else available. But a certain amount of "know how" had to be conveyed to physicians before they could use it.

Scientific papers in medical journals take time to be published. There is a backlog of as long as six months to a year. Usual channels of promotion—sales force, mailings, medical journal advertising—take time to get a message across.

Wyeth did something never tried before in the pharmaceutical industry when it decided to launch its new product by closed-circuit TV. At the same time, a tremendous amount of good will was created in the medical profession, for the vehicle for launching our product was a symposium rounding up current knowledge about high blood pressure.

On September 23, 1954, about 10,000 physicians in 26 cities were linked together in hotels and TV studios to listen to a panel of physician experts. This was the first coast-to-coast closed-circuit TV to further postgraduate medical education.

With TV, in the space of 60 min-



## TV TIMETABLE

Showtime: February 24, 1955 6-7 PM (EST)

outlets	completion date
Selected .....	10-27
Cleared technically .....	12-14
Checked by Wyeth TV Managers .....	12-20
Final list .....	12-23
<b>invitations</b>	
Copy .....	12-23
Printed .....	1-20
Mailed .....	1-25
RSVP returned .....	2-10
Follow-up mailing .....	2-15
<b>programming</b>	
Speakers, subjects, titles, time allotted .....	12-3
<b>scripts</b>	
Written .....	1-14
Printed .....	2-8
Mailed (Parcel Post; later dates for near cities) .....	2-10 for West Coast
<b>props</b>	
Visuals .....	2-17
Stage set .....	2-17
<b>rehearsals</b>	
Reading, stage business, dry run, on camera .....	2-23 2-24
<b>kinescope viewing</b>	
.....	2-28
<b>publicity</b>	
Program to dovetail, considering availability of script for press kits	

utes, we saved from three to six months of valuable market time. And, since physicians learned about the drug sooner, treatment was available to patients sooner.

The follow-up to the telecast was done with copies of a kinescope recording of the program. In six months, about 40,000 physicians across the country had the latest information on high blood pressure and knowledge of our products. Sales were excellent.

### Second Time

On February 24, 1955, the same promotional formula was repeated, this time to give another product the sales push it needed. Wyeth backed the first international closed-circuit TV meeting—and at that time, the largest. It was beamed to 66 cities, five of which were Canadian. A panel of experts in the field of streptococcal infection summed up knowledge about sore throats and their complications.

Our files are filled with letters of

appreciation from medical groups and private physicians all over the country. And Wyeth had broken the marketing-time barrier.

Out of these experiences comes our first fundamental for assuring a successful closed-circuit telecast.

### Objective

Having decided that closed-circuit may be the right promotional medium for your project, you must determine next what the exact objective of your program is to be. What do you hope to accomplish? Out of this analysis comes the basis for all other necessary decisions. Whom to invite, where outlets should be, programming and other considerations discussed hereafter, are all geared to accomplish this primary objective.

Your next step is to create a TV timetable, specific to your needs, but along the lines of the one that appears on page xx. This timetable outlines the many facets you must coordinate and gives specific deadlines "to get the show on the road."

If you study this timetable carefully, you will note the interdependence of deadline dates; for example, invitation copy cannot be finalized until the list of outlets is finalized and speakers and their subjects are selected. Visual material cannot be created until scripts are completed. This interdependence of deadlines makes it essential that they be realistic and adhered to, come what may.

### Select Cities

Your first step to line up outlets is to compose a list of cities where you want your closed-circuit to be seen. You are limited in the selection of your cities by:

1. Primary objective of your telecast.

2. Physical limitation of cities that fall on AT&T's long-line television network routes.

3. Amount of money you have to spend.

You must now look into your crystal ball and arrive at an estimate of the audience you expect in each of these cities. Your task is easy if you are going to a predetermined number of people, an internal or "captive" audience. However, if you are going to an outside audience, such as dealers or physicians, your crystal must give you a "guesstimate" of the number you expect to attend. Based on this guesstimate, you next decide whether you intend to use facilities of television studios that hold anywhere from 25 to 150 persons, or facilities of hotels that accommodate as many as 1000 or 1500 persons, or theaters that handle somewhat larger groups. In selecting sites, consider not only the size of your audience, but also the availability of good parking facilities. Otherwise, you might find that you are presenting an excellent program to an empty house.

### Big or Small Screen

Next question you must answer is, "Shall I use big screen or small screen?" There are arguments on both sides.

If you use a giant screen, there is always the possibility of mechanical failures and no show. On the other hand, if you intend to show small objects and wish to show intricate details during the course of your program, then large screen is a decided advantage.

If you use small screen, even if one or two of your receivers fail to function, you may still have a picture



on your other sets. Your image will have greater sparkle on small screen than it will on large screen. Also there is a greater feeling of intimacy in the group if your show is seen on small screen.

A good rule of thumb is to plan on one small screen, that is, a 27-inch receiver, for no more than 35 people. If your audience is expected to exceed 100 persons, then you probably will want to use a giant screen.

By all means, appoint some individual to act as host at each outlet. It should be his job to call the group to order immediately before showtime. He should make appropriate remarks in order to prepare the group for the program they are about to see.

### Clear Cities

Having arrived at your list of cities, hotels, theaters, studios, large and small screens, you must now have these cleared for availability of long lines and local loops into each hotel or studio. It may work out that you may have to revise your list for technical reasons.

Whenever possible, the next and final checkout should be made by a salesman or other individual representing the company who physically inspects the room in which your telecast will be received at each of the cities. Primary purpose of his inspection is to satisfy himself that the room you are using is acceptable for dealers, clients or customers you intend to invite.

Next, you must arrive at a list of individuals and groups you want to invite to the telecast. This list is, of course, dependent upon the primary

### What To Wear On TV

Please wear, if possible, a neutral gray or brown suit. Television cameras are super-sensitive to dark suits. It is preferable not to wear a navy, dark brown or dark gray, since this creates a tendency for your face to show up dark.

Pastel colored shirts are preferred over white shirts. If a laboratory jacket must be worn, it should be tinted blue. Neckties should be plain with not too much pattern; a regimental stripe is excellent.

Any object with a great tendency to reflect light should not be worn, such as tie bars, jeweled rings and wrist watches.

Smiles—preferably worn by all.

objective of your telecast. You probably will want to include members of the local press at each of your outlets—that is, unless your program is intended for internal consumption only.

### First Impression

Your printed invitation is the first impression the outsider receives of your telecast. It should be designed and phrased to set the keynote of the type of program you are presenting. Keynote of Wyeth's TV programs was medical education; therefore, the invitation was designed for dignity. We utilized a black and white engraved invitation with formal copy. You must create the mood in which you

want your audience to arrive, and then satisfy that mood.

If you utilize an RSVP card, you will have some indication of the size of your audience. This will enable you to make changes in the seating capacity of your outlet where warranted.

### Can't Sit Back

With the primary object of your program in mind, you have invited speakers, assigned them subjects and informed them of the time allotted to them on the program. Don't sit back and consider your job finished. In all likelihood, these people are amateur talent and, as such, have not the vaguest notion of what it is like to be in front of a TV camera or how to prepare material to be presented by television.

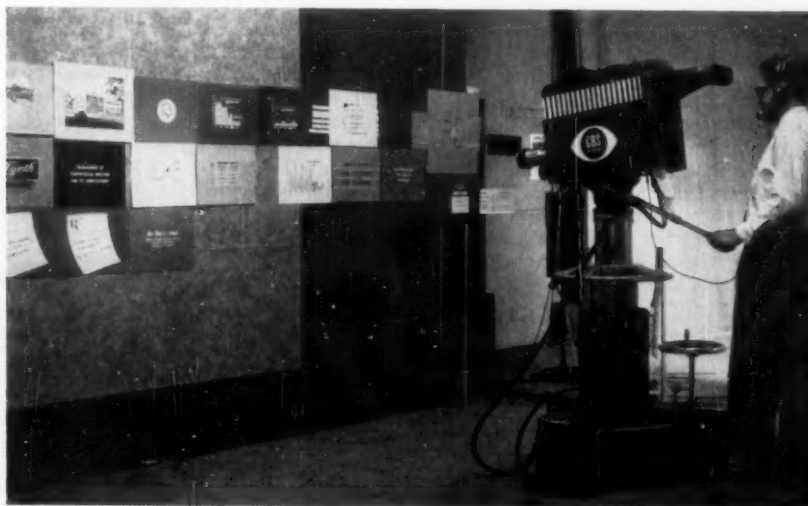
Whether your cast includes the president of a medical association or the maintenance man, each must be instilled with a "feeling" for television. Each must be informed of the primary objective of the program and the role that he plays in it. You must generate enthusiasm. You must explain that television attempts to create in two dimensions the illusion of reality. This illusion is dependent upon movement.

### Motion Required

Good television, much like a motion picture, requires motion. This motion is created by various means in front of the camera. The director will do his share by changing camera angles, moving from close ups to

(continued on page 94)

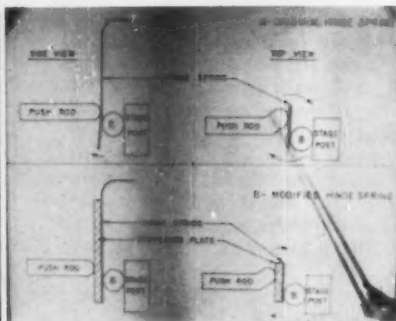
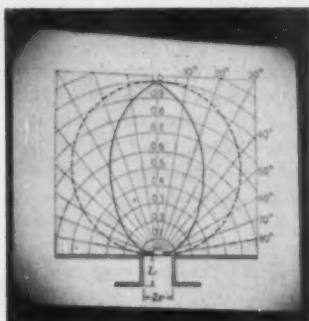
**VISUAL MATERIAL**—just a small portion of it—for one program. Over 60 pieces of artwork, an average of better than one a minute, were used for Wyeth's TV session for doctors. Movement is created as camera changes from artwork to "live" to film clips to demonstration. Rule on visuals is "never too many" if they are good, are kept simple.





WILLIAM R. McMILLAN, materials engineering department, Westinghouse, makes notes on pictures he took while attending a meeting. He incorporates photos with his reports for others who did not attend.

CHARTS like these (below) were projected on a screen during meeting. Impossible to describe in notes, data is easily recorded for future use with a camera. To snap photo of slides, it's best to sit up front during meeting.



## Take a Camera As Well As a Pencil

Westinghouse men take photographs at meetings they attend. It's easier than copying charts and provides an opportunity to make a record of everything they see.

A camera can be your best friend at any convention or meeting—if you know how to use it and what to do with the pictures after you get them.

In the past few years more and more sales executives, engineers and others who attend trade or professional gatherings have adopted the practice of carrying a camera as a piece of essential equipment to provide a quick, complete and accurate record of what happens.

But just walking around with a camera hanging from the neck will do you little good. And yet it is surprising how many people fail to get the most out of this tool at a meeting. One company whose engineers and other men attending meetings get most out of them with photography is Westinghouse Electric Corp., Pittsburgh.

While most advanced use of this method is by Westinghouse's materials engineering department and other units interested primarily in scientific and technical meetings, principles of using the camera will vary little, no matter what the subject matter, and the same benefits are

derived by many companies whose executives carry cameras with them to all types of conventions.

William R. McMillan, Materials Engineering Department, is one of Westinghouse's strongest advocates of meeting camera-record techniques. He and his associates never go to a meeting without a 35mm camera to get a quick record.

"We find," McMillan declares, "that a batch of photographs of slides taken at certain meetings is handy many times in looking up the crux of a paper on an important subject. Then, too, people usually are cheerful and agreeable at the various receptions held in connection with meetings, and they are easily photographed. This furnishes a much more interesting record of the meetings."

Before deciding to take pictures at a convention, however, there is one cardinal principle that even a professional photographer—and most of Westinghouse's men in Materials Engineering Department are pros or advanced amateurs—must remember: Under the conditions you will find

at most meetings, you won't get top-quality, perfect photographs. Camera angles may work against you; there may be heads in the way; unavoidable movement of the camera may sometimes make pictures fuzzy; and lighting is difficult. In the case of a lecture or sales presentation illustrated by projected slides, you cannot use a flash to take the picture—the flash will wash out the image on the screen. And even in cases where that is not a factor, it is wiser to do without the flash—this can be somewhat annoying to the speaker, and should be left to the few press photographers who must use it.

But you are not carrying the camera for art's sake. You are using it to build a permanent record of materials which may never be published, may be published only in part, or may not appear for many weeks after they occur. But *you* have the record of the visual presentation as soon as your film is developed. Whether it is technically good photography is incidental.

From the experience of McMillan and others at Westinghouse, you can draw a 12-point guide to the most useful convention camera work:

1. A 35mm camera is best. It provides enough exposures per roll to minimize film changing. "Get the best camera you can reasonably afford," McMillan advises. Westinghouse men usually prefer a Kodak

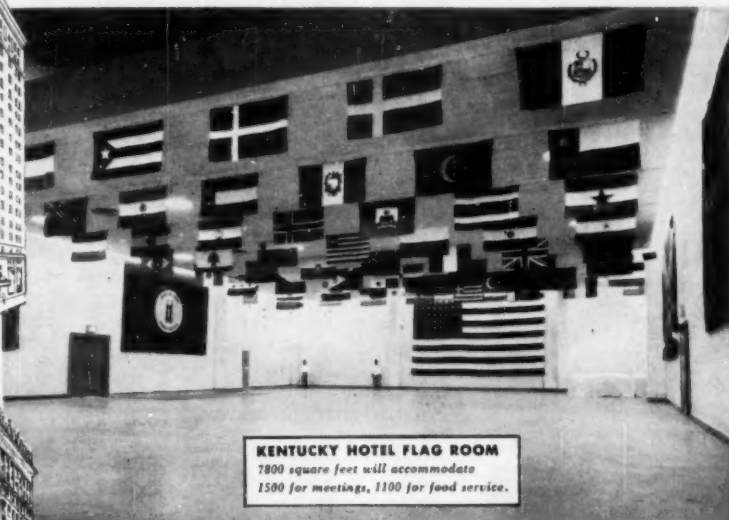
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**In MIAMI**

Retina II with a  $f/2$  lens, but there are other adequate cameras available for the purpose. The ones used by Westinghouse men cost \$135 to \$185 each, but it is possible to get a \$50 or \$60 camera that will do an adequate job, particularly with new faster films such as Tri-X. If your experience follows McMillan's, you will probably shoot between three and six rolls in a meeting lasting several days, depending upon the number of sessions you attend.

2. If you are using standard Super-XX, normally—for photographing slide presentations—you will want to open the lens aperture to  $f/2.8$  or  $f/3.5$ , then give it the longest handheld exposure possible—about  $1/25$  of a second. With Tri-X film, which provides double the speed, you can often get better results and adjust better to conditions for each shot, but this takes more care and greater knowledge of your equipment.

3. With a series of speakers, it may be difficult to identify each man's material later unless you take careful notes as you shoot. A simple solution, if you are using the very fast film, is to shoot a picture of each speaker as he begins, so that these photos will serve to index your roll.

4. Enlarge your pictures, in having them printed, as much as you can without losing important detail. McMillan has his photographs blown up as much as 12 times, so the area of the picture with the slide on it is about 4 x 5-inch size so that they are easy to use without eyestrain.

5. Even with this enlargement, however, you are in trouble if you don't start out by getting a seat close to the front of the meeting room—preferably within the first seven or eight rows, on the aisle so you can lean out to avoid having the backs of too many heads in your pictures.

6. Buy a small flash unit to use with your camera—one that can fit in your pocket when not in use. You won't need this for meetings, but it will come in handy to get informal shots of friends and associates in various social affairs that usually mark every convention.

7. Whether in meetings or at a cocktail party, don't make a nuisance of yourself. Try not to get in the way of other people or be so conspicuous as to distract a speaker or his audience.

8. Shoot freely! "When in doubt, leave it out" may be a good slogan, but not in taking pictures at a convention. You may lose many photographs that will later seem important if you hesitate too much. It's easy, if you decide later you don't

need a picture, to wad it up and toss it in a waste basket; however you can never go back and takes the ones that got away.

9. Number each roll of film after it is completed, so that you'll know later the order in which the pictures were taken.

10. If the material won't stand on its own feet, be sure to make adequate notes to identify it later, rather than counting on memory. In the mass of things that happen in a few days of a convention, memory may play tricks on you. A footnote, however, is indicated by McMillan. It is his experience that usually the material which will not stand on its own feet without labeling often isn't worth retaining. But the wisest course is to make those notes and be sure.

11. Unless you have a functioning photographic department in your company, take your finished rolls to the nearest photo dealer or drug store, and order one 4 x 5 print of each shot. You can reorder as many as you want later when you have selected the best pictures.

12. Put the pictures to work after you get them. Show them to any associates who may have an interest in the subject. Incorporate pertinent photos in any reports you may make on the convention for intra-company use, since they help to show the scope of talks and often will obviate the necessity of writing lengthy lists of figures or other information.

In scientific meetings, where procedures are demonstrated, no amount of notes would be as good as photographic records, McMillan finds. And chances are that in your particular field there are many phases of similar meetings which are virtually lost in an effort to put them into words alone.

So now, if you've made up your mind to take a camera along to the next convention, a final word of caution: To avoid wasting a lot of time and film, get expert instruction on the basics of using the camera you select—from the dealer, from your photo department, or from a friend who is an expert in its use.

Shoot a roll for practice! Shoot anything you want to, but make some of the pictures similar in composition and lighting to those you will take at the meetings.

After this you'll be ready to go. For very low cost you will have a complete and useful record of the meeting, for your own reference and for showing to interested associates.

Furthermore, you'll find it helps to prove that you were really there!

The End



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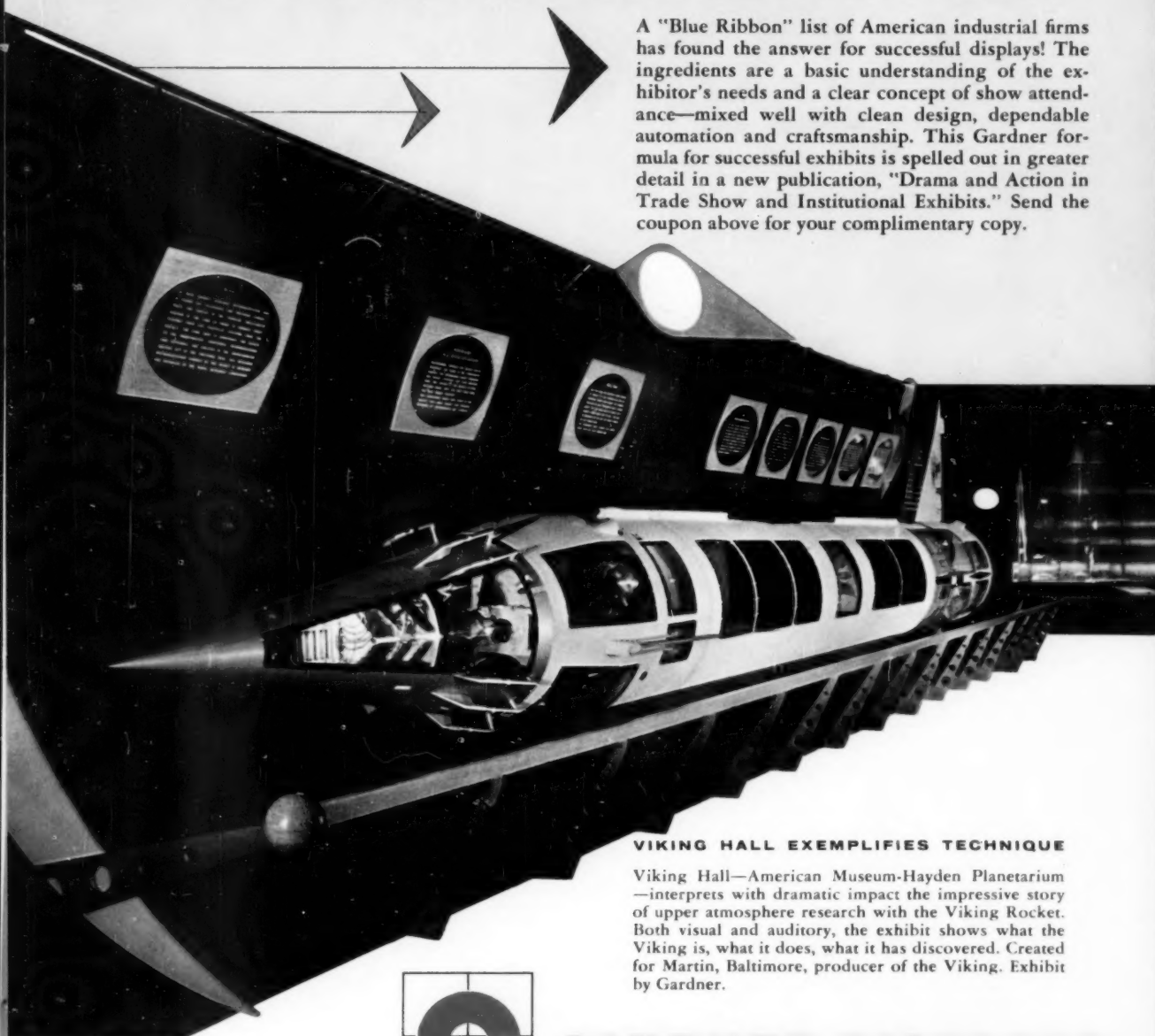
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Viking Hall—American Museum-Hayden Planetarium—interprets with dramatic impact the impressive story of upper atmosphere research with the Viking Rocket. Both visual and auditory, the exhibit shows what the Viking is, what it does, what it has discovered. Created for Martin, Baltimore, producer of the Viking. Exhibit by Gardner.

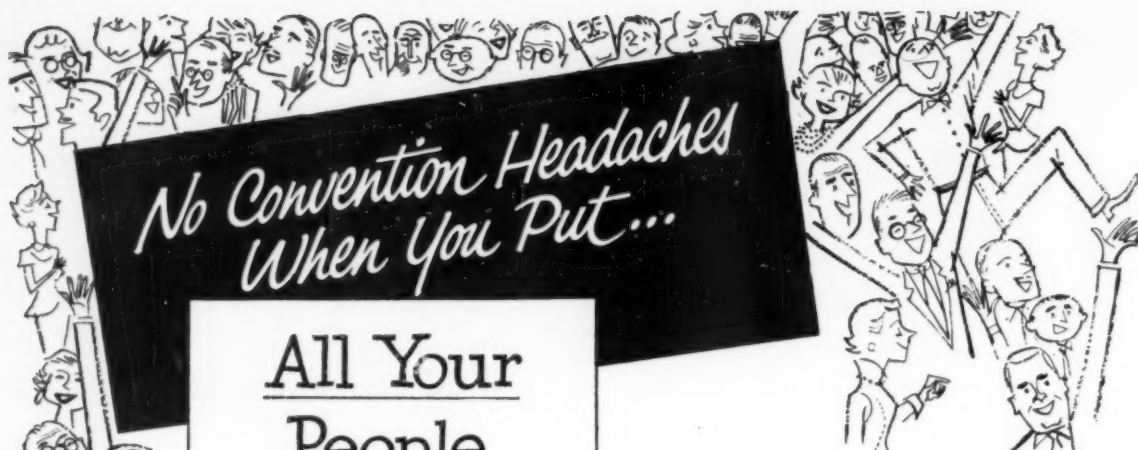
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**"There's no postgraduate in selling. I ally myself to basics."**

## **Full Program: Just One Man!**

**Wickersham of Rudd-Melikian, Inc., proves one-man sales meeting programs can be spellbinding with the right ingredients. Your first requirement is an enthusiastic "dynamo".**

What kind of man does it take to hold an audience of dealers and salesmen on the edge of their chairs for two full days? Is it possible for one man to do it, and to keep those two days filled with intensive sales training and sustained interest?

To believe it possible, you have to see James C. Wickersham in action. He's advertising manager, Rudd-Melikian, Inc., Hatboro, Pa., man-

ufacturer of hot-coffee dispensing equipment and producers of Kwik-Kafe (frozen coffee concentrate).

Why a company would cast its advertising manager in the role of "one-man show" to train dealers and dealer salesmen is explained by W. J. Manning, Jr., vice-president, marketing.

"We have a truly great commodity in Jim Wickersham," says Manning,

"because of his personality, voice and delivery, and his ability to command and hold attention of an audience of any size for a sustained period. Because he is not only an experienced advertising manager but also has been an outstanding specialty salesman, he has been able to give our dealer organization full appreciation of our advertising program."

Wickersham relies on several techniques to keep sessions sparkling. He never talks for more than a half hour at a time. He breaks his presentation into definite short segments, punctuated with short films, coffee breaks and audience participation. He utilizes chalk or crayon throughout his meeting.



- ✓ DISPLAYS
- ✓ PRESENTATIONS
- ✓ EXHIBITS

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Wickersham often entraps his audience for dramatic effect. He asks a question that usually will get a wrong answer, and then pounces on the idea to drive home a point.

"Is your product a necessity?" asks Wickersham during his morning session on the first day. Coffee—dispensed through vending machines—is their product and most of the 20 or more heads in the audience will nod a "yes." Trapping his audience into an affirmative response, Wickersham launches into a fast-paced explanation of how wrong it is to consider the product a necessity in industry.

"Is it a necessity with only 5% saturation?" he asks accusingly, and ends with, "Your product is not necessary in industry unless you make it that way."

Along the way between asking the original question and giving the right answer, Wickersham hammers out the difference between selling and specialty selling; the difference between needs and wants.

### Keeps Audience Alert

His technique of shocking an audience through entrapment is timed and deliberate. He refuses to allow minds to lull. Shockers keep his audience alert. There's more thinking done because individuals do not want to be trapped into wrong answers a second time, however cleverly they are led along the path.

Wickersham is perpetual motion during a session. His hands are extravagant in gesture. He draws; he writes; he points. There is nothing static in his bearing or delivery. Every motion and word exudes enthusiasm.

Imbued with his product's superior quality and firm in the belief his



"WE WANT to give you all the answers you might need to meet every situation."

company's marketing program is sound, Wickersham imparts his enthusiasm in his positive response to every question. He is able to develop a single question from the audience into a strong message.

Wickersham is seldom stumped by a question. After more than a dozen meetings throughout the country, there aren't many questions that are new to him. However, he doesn't dodge "toughies." If he doesn't know an answer, he says so, and usually asks members of the audience what they might know about the question. He never feigns information that he doesn't have. Every time he makes a statement, it is with enthusiasm and ring of gospel.

Wherever possible Wickersham uses a drawing to explain a procedure. A favorite is his "yardstick of selling." He draws a yardstick on the board and divides it into five steps to make a sale. He then ex-



WICKERSHAM is perpetual motion during a session. His hands are extravagant in gesture. Every motion and word exudes enthusiasm for his product and its sales potential.





"BY THE TIME an idea gets here to salesmen, it's watered down through channels."

plains each of the steps, prefaced by: "A yard is exactly 36 inches, not 30, not 42. You have to use the full yard and no more."

As an adjunct to these meetings, Wickersham uses a complete text which is given to dealers. The entire program for dealer training is entitled "Institute of Controlled Salesmanship." Included in the handbook are typical dialogues between salesmen and prospects.

As a change of pace, Wickersham has members of the audience take parts of salesmen and prospects and read from the book. The dialogue follows his "yardstick of selling" and before and after each step, Wickersham interrupts to explain the importance or significance of either prospect reaction or salesman's presentation.

Dialogues are realistic—no pat answers or clichés. Wickersham, an old hand at specialty salesmanship wrote dialogues based on his experience in the field. Before joining Rudd-Melikian, he sold equipment in the chemical industry and building trades—specializing in introduction of new products.

### Uses Key Words

Wickersham is a firm believer in use of key words that should be repeated throughout a session for emphasis. "Dynamic" and "latent" are favorites. Through repetition he hammers home the significance of these words for salesmen.

Most of his key words run in pairs. "Ignorance" and "inertia" get a real workout during his sessions, but salesmen seldom forget that advertising overcomes ignorance and a sales call combats prospect inertia.

To Wickersham, a salesman is a "human voice and personality." He uses these key words to pound out the difference between merchandising and salesmanship. Wherever appropriate, Wickersham throws these key words into his talks and doesn't hesitate to remind audiences that he's repeating: "There's our two old friends again, the human voice and personality."

In preparation for his sessions, Wickersham spends months to find the right films to intersperse with his presentations. Films he seeks are on basic selling.

"There is no postgraduate in selling," says Wickersham. "I ally myself to basics, and good salesmen want and need reviews of basics."

At his current run of meetings, he uses a series of sound slide films produced by Rocket Pictures, Inc., Hollywood. Such subjects as "Creative Selling," "Attitude" and "Answering Objections" are covered separately in the eight-part film series. Each section is run alone as a change of pace after an oral presentation.

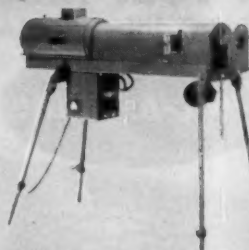
### Explains Meeting Value

Ever mindful of audience attitudes, Wickersham makes sure to explain value of the meeting to assembled dealers and salesmen. He does this with a crayoned bull's-eye. "Starting from the center," he explains, "a new salesman goes out to his first call." (Wickersham's crayon moves from the center to the next concentric circle.) "Here the salesman hits his first rebuff. He can't



MEETING BREAK with coffee — naturally.

### Project BIG Brilliant Pictures



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### The Universal High Intensity ARC SLIDE PROJECTOR

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### FACTS ABOUT PUERTO RICO FOR CONVENTION MANAGERS

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answer the prospect's objection. So he has to come back for more information." (Again Wickersham's crayon moves back to the center of the bull's-eye.) "He goes out again and runs into another situation that he can't handle, and back he goes again to learn the answer. He continues to go back and forth, back and forth, and it takes him a long time before he can get past the first circle to the area where he is paying his way. Out here (Wickersham points to the outer circle) is where he is doing a good job. However, because he makes so many trips up and back, it takes him a long time to get there."

## The Point

Now comes the point: "With this meeting, we hope to eliminate this back-and-forth wasted motion. We want to give you all the answers and information you need to go straight out and meet every situation. We want you to reach that outer circle quickly."

Early in every meeting, Wickersham makes sure to establish what's-in-it-for-me answers for those in the audience. Because of his constant effort to gear meetings to real interests and honest problems, Wickersham finds many repeaters in his audiences—men who travel big distances to attend similar sessions. "They never seem to get tired of reviewing the basics," says Wickersham.

Rudd-Melikian meetings sparkle, perhaps, because, more than anything else, talking sales and advertising is a labor of love for Jim Wickersham. He loves the "romance" of selling ideas. In his sessions he speaks of the third step in the specialty selling as the "romance." You can't sit in the audience and fail to be moved by Wickersham's adoration of a sales presentation well made.

Big job for Rudd-Melikian was to induce dealers to expand from their one-man operation and hire salesmen. Not only dealer training and education but training of their newly hired salesmen were the burdens of Wickersham's meetings.

## Tangible Result

"As a result of his efforts," says Manning, "we can say honestly that the Kwik Kafé dealer organization has a new appreciation of advertising and the necessity of dynamic sales effort to make advertising pay off. More tangible result is that the number of dealers who employ full-time salesmen now, as opposed to pre-

Institute days, is up 2,000%. As a further result, over 1,000 sales presentations are being made daily throughout the country to inform top management of the benefits and advantages of employing the only complete 'controlled coffee break.'"

## Nothing Unusual

Nothing Wickersham does is unusual. He simply combines the right elements of personality, salesmanship, product knowledge and empathy. To duplicate Wickersham (he may come from anywhere—Wickersham is in advertising) for small sales conferences in your company look for these talents:

1. A good salesman, strong in "idea" sales.
2. An extrovert, one who enjoys talking to people.
3. A dynamo, one who can stay with a job after others weaken.
4. An enthusiast, one who loves his product and is confident in its sales potential.
5. A down-to-earth, regular guy who gets respect for his ability instead of his title.

## Techniques

When you find the man with these talents and qualities, then have him try these techniques:

1. Don't stand stationary; move about and use gestures.
2. Use chalk or crayon freely to focus attention.
3. Play on key words to suggest complete ideas.
4. Never talk for more than a half hour without a change of pace or refreshment break.
5. Frequently give members in audience something to do or something to read.
6. Make purpose of meeting clear to audience.
7. Keep material geared to what's-in-it-for-me of audience.
8. Don't hem and haw on answers; if you don't know an answer say so and ask others if they do.
9. Develop one idea at a time in step-by-step fashion.
10. Use trapping questions to destroy erroneous ideas or attitudes.
11. Leaven meeting with basic salesmanship via audio-visual presentation.
12. Begin meeting with the general ideas and concepts, and narrow down to "nuts and bolts" at the end.

The End



# how to make a success story out of your Convention!

...with the help of this new Convention Brochure

Here's your opportunity to benefit by American Express's more than forty years of successful convention planning!

Whether your convention is large or small ... regional, national or international ... this brand-new, easy-to-read brochure will tell you how American Express can simplify the task of convention committees or chairmen and help stimulate attendance.

See for yourself why this idea-stimulating brochure is finding a special place on the desks of alert, progressive, convention-planners everywhere! Send for your free copy now.

Here are some of the problems discussed in this up-to-the-minute brochure:

- Transportation arrangements
- Arranging for extras—Tours and entertainment
- How to promote a full enthusiastic attendance
- How to coordinate all the complex details to make your convention a smooth-running, smartly paced success
- The unique advantages of a convention-cruise

mail  
today!

**AMERICAN EXPRESS TRAVEL SERVICE**

65 Broadway, New York 6, N. Y. c/o Travel Sales Division

Yes, please send me my copy  
of your Convention Planners' Brochure!

Name .....

Address .....

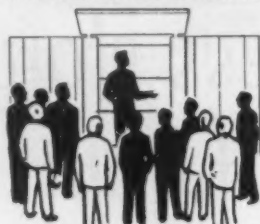
City ..... Zone ..... State .....

SM-1-54

PROTECT YOUR TRAVEL FUNDS WITH AMERICAN EXPRESS TRAVELERS CHEQUES — SPENDABLE EVERYWHERE



The New  
**ALL-PURPOSE  
DISPLAY  
BACKGROUND**  
*Saves hundreds of dollars!*



**CORRO-SET®**

**Makes you-your product-  
your message-  
the focal point of  
SALES MEETINGS  
CONVENTIONS • EXHIBITS**

**IT'S FLAME-PROOF**

It's versatile! Paint it, silk screen it, decorate it; for charts, graphs, sales messages, as a projection screen, etc. Hundreds of such diverse organizations as Raytheon, Hiram Walker, Packaging Institute, Armour, Bureau of Advertising, Equitable Life, use CORRO-SET.

It's striking! Modern design, of satiny-smooth corrugated board in beautiful pastel blue. Stands 7'7" high, adjusts in width from 9' to 11'10".

It's long-lasting! Philip Morris used it 98 times as a backdrop for a traveling armed-services show in Europe!

It's easy to handle!  
Sets up in minutes, without tools. Repacks easily. Comes in attractive one-hand carrying case. Weighs only 37 lbs.



It's flame-proof! Officially registered by the State of California; you can't inflame it with a blowtorch!

**Only \$45**

**MONEY BACK GUARANTEE**

DISPLAY DIVISION, Dept. SM1  
Gibraltar Corrugated Paper Co., Inc.  
3 Entin Road, Clifton, N. J.

☐ ENCLOSED CHECK FOR \$.....FOR.....  
CORRO-SET DISPLAY BACKGROUNDS AT \$45.

☐ SEND NEW CORRO-SET BROCHURE

Name.....

Company.....

Address.....

City.....State.....

## How to Mix Lights with Photos in Exhibits

Photographs and transparencies in your exhibit booth can suffer from poorly directed light. Here are hints on the selection and placement of illumination in your displays.

**BY ROBERT C. LOCKER**

*Manager, Exhibits Division, Advertising Dept.  
Eastman Kodak Co.*

Use of photographic prints in exhibits is ideal to show extremely large products, and those which would be impractical to transport. And too, you can show this equipment in use in its proper surroundings.

Too many times, however, good pictures are shown either without illumination, inadequate illumination, or spotty illumination. All these conditions point to a waste of money spent on the picture itself.

Glossy prints are made for reproduction purposes where it is desirable to have needle sharp images for platemaking. When glossy prints are used in an exhibit they reflect the light source your picture value is lost. Matte prints of simple texture are easier to look at and your photographer will have a chance to make your product more glamorous.

### Keep Simple

In treatment of the print, *keep it simple*, the picture is the important thing. Many times we see pictures mounted with a large white border. In this way, we find, the border becoming more prominent than the subject of the photograph; especially when illumination is applied. (The white border reflects most of the light.)

As to light bulbs to use with photographs, there are many types to choose from and many ways to use them. Whatever your choice of lamp, it should not be placed too close to the wall on which the prints are mounted or too near the top of the print. Reflector type lamps or standard lamps with reflectors should be aimed past the print to the floor so

that the light is reflected from the sides of the reflector on to the print. This will eliminate hot spots and excessive brightness along the top edge of the picture.

You may have noticed that I refer to light bulbs and not fluorescent tubes. Reason for this is that the only successful way to illuminate reflection type pictures is by incandescent light. Fluorescent tubes are a soft light and have a tendency to make a print look flat. The word "flat" indicates a close relation of the gray scale values in the highlights and shadows. Thus, even a good picture may look gray and not have the "snap" to command attention. One word of caution: It is desirable to have your prints or enlargements made with a little more contrast for exhibit work.

Many exhibits suffer from lack of illumination, and I believe the same principles employed in lighting photographic prints can be applied to general exhibit lighting.

Color transparencies are being used a great deal and are well worth proper illumination. We have conducted many lengthy tests at Kodak which have given us a great deal of information regarding types of Fluorescent tubes to be used for this purpose.

### Best Lamp for Box

Assuming a light box will probably be used over a long period of time, it is well to have the illumination take care of the average color balance of transparencies. Our experience has shown that the Photocolor Fluorescent lamp is best for this purpose, and it is necessary that three



tubes pass behind an 8 x 10 transparency. Of course, the film should be bound between glass, and should have some form of diffusion material between it and the light source. If the unit is large in size, then you should have fluorescent tubes placed approximately four inches apart and in each case no closer than two and a half inches from the film or farther back than six inches.

If you plan a transparency larger than 40 inches in one direction and six feet in the other, you should consider a different type of illumination, as a large fluorescent installation becomes costly from a maintenance standpoint. Cold Cathode tubes are more practical for these larger installations. For this type of lighting, the color balance must be watched. While Cold Cathode tubes are available in many colors of white, the best for photographic work is 3500° Kelvin. This light source is not color correct, but your transparency must be made with this in mind. Since this illumination is deficient in the red scale, a series of corrections are necessary in the exposure and processing of the film for proper color balance.

### Large Transparency

There are many considerations, when planning a large transparency such as the Kodak Colorama on the east balcony of Grand Central Terminal, New York City, or even one a fraction of this size. One of these is to suspend the transparency and diffusion sheet and eliminate the glass. Larger transparencies are easier to handle when the glass is eliminated and the film and diffusion sheet are suspended in front of the light source. This not only eliminates the cost of the glass, but also the light reflection surface.

Going back to the average use of transparencies, careful consideration should be given to their placement in your exhibit. Remember the law of the "Angle of Reflection" so that you do not see light reflections on the surface of your transparencies from source of light in other locations in your exhibit, or even from your neighbor's space across the aisle.

Individual ingenuity in the use of light can make a great deal of difference in any exhibit. Whether it is a large exhibit or a small exhibit, light can command attention, but it must have purpose, and it is more effective when you are not conscious of its source.

The End

## BUSINESS CONFERENCE... *Nassau Style!*

You'll GET MORE DONE on your conventions and sales meetings in Nassau... because you HAVE MORE FUN and relaxation during the hours in-between! Every sport under the sun... shopping and sightseeing for the whole family! Nassau is near, by plane and ship... and no passports are needed for American and Canadian citizens!



For Complete Information:

### NASSAU, BAHAMAS, DEVELOPMENT BOARD

MIAMI: 1633-34 duPont Bldg. NEW YORK: 308 British Empire Bldg.  
CHICAGO: 1210 Palmolive Bldg. DALLAS: 1214 Gulf States Bldg.  
TORONTO: 407 Victory Bldg.

571

CHOOSE THE MAGNIFICENT

# Mount Washington

HOTEL

at Bretton Woods, New Hampshire

- 600-capacity Grand Ballroom and 10 other meeting rooms
- Sightseeing-cog railway to summit of Mt. Washington and other scenic trips
- Experienced, attentive convention staff
- Conventions welcomed May 15 to July 1 and during September and October. Smaller groups accepted during early July and late August.

10,000 ACRE RESORT ESTATE

TENNIS

HEATED OUTDOOR & INDOOR SWIMMING POOLS

18-HOLE CHAMPIONSHIP GOLF COURSE

OUTDOOR BUFFET

BASEBALL DIAMOND

ROOMS TO ACCOMMODATE 900

If you are contemplating a city meeting we invite you to The Drake of Philadelphia with its new, magnificent ballroom and meetings facilities.

Write to BRETTON WOODS CO.  
Bretton Woods, New Hampshire



**1** ONE OF 30 Super 6 Clippers taxiing to a halt at Montego Bay, Jamaica, with Fedders-Quigan Corp. dealers' airlift.



**2** CALYPSO BAND greets dealers with 15-minute serenade as they alight from plane. This interlude allows baggage to be removed.



**PERSONAL CONTACT** is important to President Giordano who flew down to Jamaica to address each group of dealers.

## World's Biggest Airlift (Non-Military) for Dealers

Fedders-Quigan Corp. takes dealers overseas in return for air-conditioner purchases. Shuttle service to Jamaica a huge logistics problem, but not one of 2,500 dealers had a single complaint. Immigration red tape eased for big trip.

It took the largest commercial airlift in history to transport all the Fedders-Quigan Corp. dealers (and wives) who earned a trip to Jamaica by ordering Fedders air conditioners last year.

Because five Montego Bay, Jamaica, hotels couldn't handle all 2,500 dealers and wives at once, Pan America Airways had to shuttle trip win-

ners back and forth over a six weeks' period. Dealers enjoyed a full week in Jamaica—all expenses paid.

Special charter flights—total of 30 — brought dealers to Jamaica in groups of 420 each week, starting early in October. Nine flights originated in New York City with two each from Newark, Chicago, Philadelphia and Washington, D.C. Other



**5** FUN for dealers and wives includes deep sea fishing (free).



**6** ENTERTAINERS, native and Stateside, rotate between hotels for five nights.



**7** SIGHTSEEING—here amid tropical splendor at Dun's River Falls—is part of "package" trip.



**3 BAGS TAKEN FROM PLANE** are tagged in advance with dealers' names and hotels to which they are assigned.



**4 FIVE TRUCKS**, one for each hotel, whisk bags from airport. By the time dealers arrive at hotels, bags are already in rooms.

cities that served as originating points or stops en route included Birmingham, Atlanta, Jacksonville, Tampa, Memphis, Nashville, Jackson (Miss.), Little Rock, New Orleans, Houston, Dallas, San Antonio, Oklahoma City, Cleveland, Cincinnati, Detroit, Boston and St. Louis.

Fedders' Jamaica Jamboree was a king-size logistics problem. It topped by 1,000 the number of International Harvester incentive trip winners who went to Nassau in 1954. IH's airlift of 1,500 was, at the time, the largest such project ever attempted.

Jamaica Tourist Board and Pan American worked with Fedders for more than six months to plan the tricky scheduling which required careful timing to move dealers out of hotels just before a new group arrived for its week's stay.

Five hotels — Casa Blanca, Bay Roc, Montego Beach Hotel, Gloucester House, Sunset Lodge — in Montego Bay were taken over by Fedders



**MONTHS OF PLANNING** went into Jamaica Jamboree. Here Edward Becker, general sales manager (center), discusses plans with Sam Tyndall, (l.), who handles publicity for Jamaica Tourist Board, and Dan Priest (r.) public relations department, Pan American.

for six weeks. Two of them had to be re-opened as they are normally

closed out of season—period of Fedders' Jamboree.



**8 TEXANS** will be Texans, even in Jamaica. These dealers arrive in Western garb. Dealers are housed by area.



**9 TEXANS** fly their flag above Montego Bay C. of C.



**10 TEASER SIGNS** in hotels refer to new sales campaign.



Each flight group was given a code name—a color—to easily identify it. Through their wholesalers, dealers received a flight packet in advance which contained baggage tags to identify their bags, their flight code and hotel to which they were assigned.

Through negotiations with officials, immigration inspections and red tape were almost non-existent. Baggage was rushed to hotels and put into their rooms before dealers arrived to check in. Entertainment at the airport pleasantly delayed dealers long enough to perform the baggage trans-

fer. Registered in advance, dealers merely had to sign in sometime within 24 hours after arrival at hotels.

Under direction of Ferdy Martin, Martin Tours, transportation in Jamaica was handled smoothly. Martin brought 100 cabs to Montego Bay to transport dealers to and from airport and between hotels, and handled trucking of baggage. As one group of dealers was on its way to the airport, it passed an arriving contingent on the road. Careful scheduling was essential because hotels could not accommodate more than 450 at one

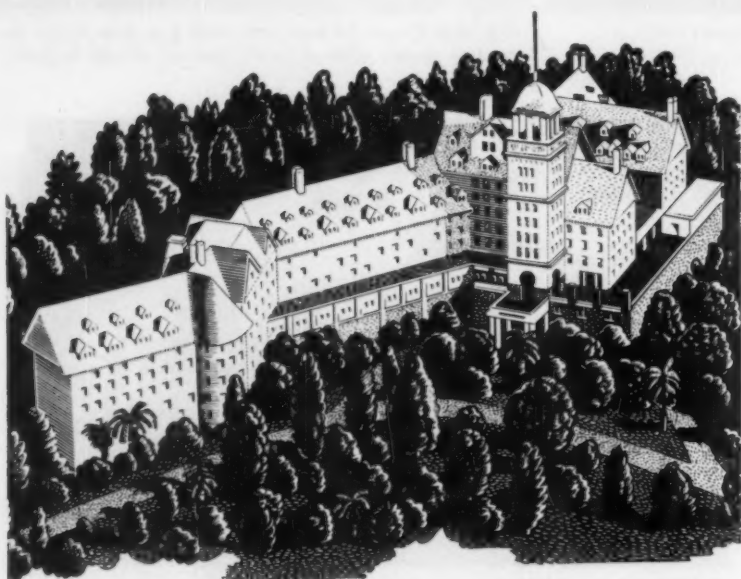
time.

Business sessions were limited to two brief announcement periods. Salvatore Giordano, president, Fedders, and Edward Becker, general sales manager, spent two to three days with each group of dealers. Every other Saturday they flew down from New York City and stayed until Thursday. This way they spent the last few days with one group and the first few days of the succeeding group. Groups changed on Tuesdays and Wednesdays.

For dealers and their wives, Fedders' Jamaica Jamboree was a week filled with luxuries, carefree delights. There were no rigid schedules. Sight-seeing trips, boat rides, sailing, fishing—all were available without charge by simply signing up in advance for a time convenient to the dealer.

Cocktail parties preceded every dinner. Entertainment booked through Music Corporation of America was brought in from the States and included a mind-reading act, instrumentalists, singers and dancers, a ballroom dance team that gave dancing instruction without charge, and a comedian. In addition, local calypso entertainers were employed.

Fedders officials shy away from revealing cost for this huge "package"



*Superlative—*

*facilities, food and service for conventions  
up to 250 — meetings and banquets up  
to 2,000*

**Hotel  
Claremont**

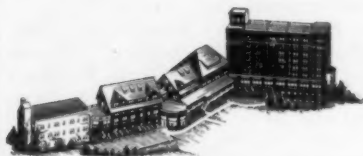
OAKLAND-BERKELEY, CALIF.

Just 20 Minutes from San Francisco

Murray Lehr  
Managing Director

Thornwell 3-3720  
Teletype OA 520

## No Competition For Attention



And everything to insure a perfect meeting on our 3500 acre estate atop the Poconos. Groups of 300 will find attractive meeting rooms, comfortable accommodations, superb bar and banquet service. All winter and summer sports. Only 100 miles from New York or Philadelphia.

*Check With Us!*

**POCONO MANOR**

POCONO MANOR, PA.

JOHN M. CRANDALL, General Manager

SM/JANUARY 1, 1956



but reliable estimates place the Jamboree expense at \$1.5 million. This, of course, is worth more than \$2 million to dealers were they to pay their own bills.

To Jamaica hotels, Fedders was approximately a \$200,000 customer. Some \$20,000 additional was spent by Fedders for transportation and sightseeing on the island.

While Fedders was a big customer to Jamaica, dealers themselves meant as much to this island's economy. Dealers and wives averaged \$100 each in shopping in the island's stores. They brought back so much from local shops, that often returning planes approached the maximum loading capacity. Each visitor was allowed to bring back up to \$200 worth of gifts duty-free.

To qualify for a trip, a dealer had to buy approximately 35 air conditioners. To take his wife, he had to buy twice that amount. Wholesaler salesmen could qualify for trips by reaching a quota of qualifying dealers. Dealers had about nine months in which to qualify for a free trip. During that period they received promotion pieces to whet their appetites for tropical moons and bleached white sands. One promotion piece actually included a small cellophane bag of

Jamaican sand. All promotional material was distributed through wholesalers.

Fedders developed its present policy of giving trips to dealers who buy a specific amount of air conditioners in 1951. Then results were somewhat disappointing because only 95 made the boat trip to Bermuda. However, the promotion gained momentum with 235 off to Nassau in 1952; 540 to Hollywood, Fla., in '53; 910 to Nassau in '54; and its 2,500 for the Jamaica Jamboree in '55.

How much influence incentive

trips have to sales, Fedders does not say. Company officials merely point to the sales curve—Fedders now has 12% of window air-conditioner market—and let you guess the answer. Fedders claims to be the leading marketer of window air conditioners, and since it appears that its major promotion to dealers involves trips, undoubtedly luxury tours play a vital role.

Fedders has no intention of changing its trip policy although it continues to seek new "packages" to ex-

(continued on page 99)



**EXOTIC WAIKIKI ROOM**  
known the country over for the most authentic Polynesian food, beverages and music!



**FAMOUS JOLLY MILLER**  
with its unique Charcoal Broiler features marvelous charcoal broiled specialties!



**GARDEN BALLROOM**  
newly redecorated, accommodates over 1100—It's now the most magnificent room of its kind in the Northwest!



**CONTINENTAL SUITE**  
this brand new suite, one of many throughout the Hotel, is without a doubt America's most beautiful guest suite!

The height of hospitality  
since 1858!

*Hotel Nicollet*

MINNEAPOLIS

... offering the finest, most modern facilities in the Northwest to travelers and conventions!



600 Rooms

Connecting Garage

Neil R. Messick  
General Manager

Telephone:  
Federal 3-3177

Teletype:  
MP-33

Send for

**4-COLOR BROCHURE**

on

**CONVENTIONS**

and

**SALES INCENTIVE**

programs!

Fred Collier, Manager

hotel  
*Algiers*

Oceanfront, 25 to 26 st.  
Miami Beach

JAMBOREE Chairman James Pile (with pointer) checks final display plans in auditorium with C. of C. committee.



## Wholesaler Jamboree Beats Farm Slump

SPECTATORS' fascination for new dairy equipment resulted in on-the-spot sales and many good sales leads from farmers.



Bless those wholesalers! That's been the cry in Norfolk, northeast Nebraska town of 12,000 persons, ever since a recent Wholesalers' Jamboree. It started out as a public service and ended as one of the most successful business promotions ever achieved in this important livestock-feeding section of the corn belt.

A handful of the community's 70 wholesale and manufacturing enterprises saw the foreheads beginning to wrinkle late last summer as some business men began to feel the pinch of declining farm income. Livestock and agriculture were wedded to Norfolk for richer or poorer, but the Chamber of Commerce turned cold at the thought of the latter.

Wholesalers in the area had taken a back seat to retailers whose dollar days, pre-holiday sales, back-to-school events and fashion shows always attracted throngs of farmers and ranchers to town. About all the wholesalers had done was to make an occasional booster trip to nearby communities and publish a buyer's guide.

Time was ripe for some community service, thought James Pile, energetic young chairman of the Chamber's wholesalers' committee and

branch sales manager for Falstaff Brewing Corp. He and his committee dreamed up the two-day celebration, as he explains, "to bring Norfolk's customers to town, to entertain them and take their minds off their troubles."

The 10,000 invitations they printed for the first evening's show went to jobbers, retailers, salesmen and some consumers. Second evening's show was free to the public. After some hard selling—"Many thought it was just another donation," Pile reveals—21 firms and organizations rented booths at the City Auditorium for \$100 each.

The committee decided against any sampling and the result was some ingenious displays and exhibits. Pile's firm rented "Casey at the Bat," a hen trained to hit some runs for chicken feed. Norfolk Daily News Printing Service hoisted in a new automatic press and amazed spectators with actual operation on the spot. Gillette Dairy Co. arranged with one of its dairy equipment suppliers to display a sparkling new milk-keeping machine. Norfolk Cereal and Flour Mills intrigued young and old with a scale model of its mill, built as a hobby by an employee.

The committee hired "big city" entertainment and presented two shows each evening.

There was plenty of advance publicity and advertising in the local and regional newspapers, on radio and television. Attendance totaled more than 6,500 persons to break all previous retail-sponsored events.

The dairy equipment manufacturer, the first night, reported sales of one \$1,800 machine on the spot, five back-ordered and requests from nearly 50 dairy farmers to "have your salesman call at our farm this week."

A roof and window manufacturer reported \$1,000 worth of sales before the first floor show. Chairman Pile says 75 of his retailers headquartered at his booth, and he happily spent most of his time meeting his customers' wives and children—something he never was able to do.

Another exhibitor says he plans to ask his company to hold its next annual show of merchandise at the wholesalers' show—if there is one—instead of at his company warehouse.

"You bet, the Wholesalers' Jamboree is going to be an annual affair in Norfolk," agree Pile and Charles Dean, manager, Norfolk C. of C.



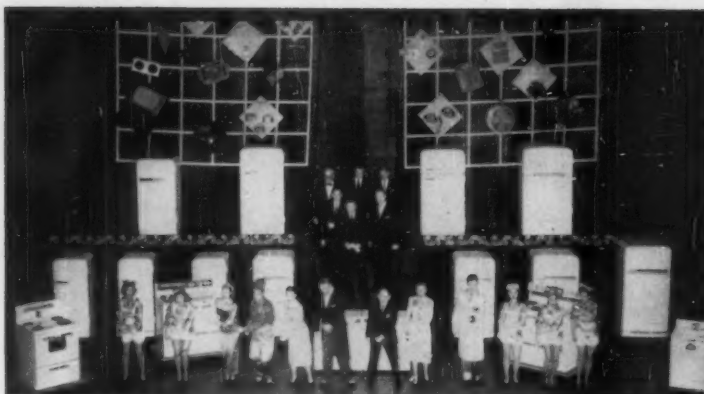
## The MASTER KEY to Convention Travel Problems...

For your convenience, United offers a complete convention service and will gladly assist you in planning travel arrangements for your entire organization. This will mean more time at the convention—less time away from the job. All details, such as packet mailing to your list, can be expertly handled through any of United's offices across the nation.

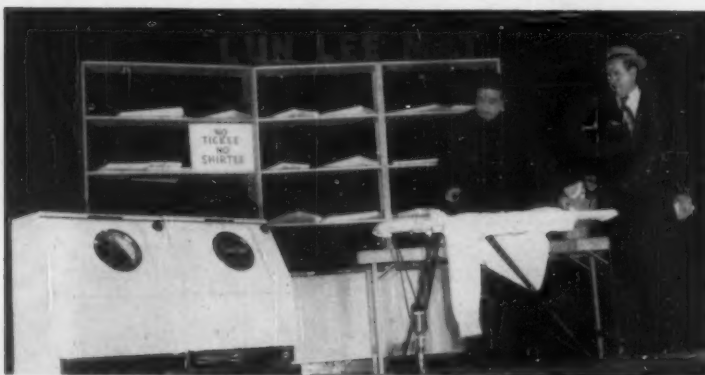
Moreover, United gives convention travelers a choice of two excellent services: luxurious First Class, including delicious meals, economical family plan and alternate routes . . . or thrifty Air Coach, with uncrowded 2-abreast seating comfort. Also available are post-convention holiday tours to Hawaii, California and Las Vegas at surprisingly low cost.

Write to: M. M. Mathews, Supt. of Convention Sales  
United Air Lines, 5959 S. Cicero Ave.  
Chicago 38, Illinois





PRODUCTS, STARS OF THE SHOW, are spotlighted against a colorful backdrop in finale of Westinghouse spectacle, "All for You." Show was taken across country for dealers.



"SAM SPADE" hired to find who makes competition in Westinghouse show.

**An industrial musical  
is a singing commercial  
and the plot is a  
sales campaign.**

The courtship is over. Business and Broadway now are married—and the offsprings are increased sales.

Showmen offer the stardust, glitter and spectacle of Broadway. They bring catchy backstage jargon into the sales executive's office. And, sales executives of leading industries now know *stage right* from their right hand. Industry has gone backstage for a glimpse behind the scenes and has discovered that the magic of the theater pays off.

But, what industry has discovered is not always easy to evaluate. It's hard for businessmen to understand how the dancing girl helps sell their product—or put over a sales idea. On the other hand, the showman fails to understand why it matters as long as the audience is not bored into lethargy. Certainly, both factions have a point. But the results of this search for the right approach has definitely separated those responsible for producing the shows into two distinct camps.

## What's Show Biz Got That Gets Business?



STAGE-SET MODEL is studied by Dramaturgy executives, Laurence A. Higgins, president; C. Rankin Bingham and L. G. Roof, general manager, during show planning sessions.

**BY C. RANKIN BINGHAM**  
Vice-President, Dramaturgy,  
Inc.\*

1. Show people trying to use merchandising people.
2. Merchandising people trying to use show people.

The merchandiser knows he has a selling job on his hands and that he must waste no time putting his point over with speed and impact. He realizes that time and money are being spent in large chunks and he holds his job by arriving at measurable objectives. On the other hand, "show biz" people believe entertainment has intrinsic value. The trouble is, they generally look down their nose at the "commercial."

\*Cleveland





80 salesmen for drinks before dinner  
and I'd like to know ...

## Solution to a familiar problem

The problem is the old one of how much liquor to order for that next sales meeting ... and how much of which.

You know how it is when there's too much scotch and not enough bourbon. Or a gin that makes funny-tasting Martinis.

The solution, sir, is close at hand. As close,

in fact, as your telephone. Here's all you have to do:

Look under "Hiram Walker" in your telephone directory. Find the Hiram Walker District Office. Dial that number. Speak to the top man in the District Office and turn your problem over to him. He knows the local hotel managers and *maitre de's*, knows from experience how much liquor will be required and what kinds. And he'll be happy to take this particular problem off your hands.



*Hiram Walker & Sons Inc.*

PEORIA, ILLINOIS

Canadian Club • Blended Canadian Whisky • 6 years old • 90.4 proof • Imported in bottle from Canada by Hiram Walker Importers Inc., Detroit, Mich.—Imperial Hiram Walker's Blended Whiskey • 86 proof • 70% grain neutral spirits—Walker's DeLuxe • Straight Bourbon Whiskey • 7 years old • 90.4 proof—Hiram Walker's Distilled London Dry Gin • Distilled from 100% American grain • 90 proof—Creme de Menthe • 60 proof • Hiram Walker & Sons Inc., Peoria, Illinois.

## \* *Cellomatic* GIVES YOU THE IMPACT, MOVEMENT AND FLEXIBILITY OF MOTION PICTURES ON A SLIDE PRESENTATION BUDGET!

Cellomatic offers you a complete visual staff. Art, color photography, photo processing, typography and creative production departments are all under one roof. This insures your sales meeting the ideas, eye appeal, visual impact and professional showmanship it must have.

- CELLOMATIC CARBON ARC PROJECTION  
Front or rear screen — Sizes up to 15'20"
- CELLOMATIC FILM • SLIDES • VU-GRAPH
- EASEL PRESENTATIONS • SLIDE FILMS
- SALES TRAINING AIDS • STAGING SPECIALISTS

Write for information today. Better yet, see Cellomatic in action at...

**CELLOMATIC CORP.** 756 SEVENTH AVENUE, NEW YORK 19, N.Y.

\*PATENTED BY HOWELL-ROGIN STUDIO, INC.

PLAZA 7-7895



## To HAVANA by SEA *Convention Cruises from Miami...*

VIA  $\frac{S}{S}$  FLORIDA

Highlight your Cuba meeting with a delightful overnight cruise on the popular 500-passenger S/S Florida—sailing Mondays, Wednesdays, and Fridays from Miami. This romantic foreign voyage also makes a wonderful extension to Miami-Miami Beach conventions. Round trip fare includes four meals in air-conditioned dining salon, all outside staterooms, dancing and entertainment... \$36 up plus tax.



For descriptive folders and full information, write:  
**THE PENINSULAR & OCCIDENTAL STEAMSHIP CO.**  
P. O. Box 1349, Miami 8, Fla.

## Camelback Inn

*One of the world's Great Vacation Resorts*

**PHOENIX, ARIZONA**

GOLF AT ADJOINING PARADISE VALLEY CLUB  
NEW CONVENTION ROOM FOR GROUPS

*A few of the organizations that have met at  
Camelback recently:*

A. B. Dick & Company	Ethicon Company	Nat'l Ass'n Retail Grocers
Gen. Petroleum Co.	Simpson Logging Co.	Western Governors' Conf.
Gen. Motors Executives	Pacific Fire Underwriters	Superior Coach Corp.



Even on the TV show — the entertainment part of the time on the air is usually handled by a different group than those ad men or promotion men doing the commercial.

### Outside Help

Production of effective sales meetings is a specialized field. Consequently, outside help is often called in, either on a consulting basis, or to take over the entire job of getting the show on the road. Final decision to select personnel is squarely up to management and its problems to choose the right people are serious.

The playwright, while he may be well-versed in theater techniques, and has adequate dramatic background, may have had little or no experience in practical merchandising. On the other hand, the so-called industrial writer may not be able to deliver a satisfactory dramatic script. The scenic designer, even though he may have many Broadway credits, probably is not acquainted with the techniques of building simple displays—or of even more importance—may never have experienced problems involving product presentation. The display man—nine times out of 10—just doesn't understand the function and use of stage scenery, lighting, or properties.

### Poor Results

The list is long: directors only experienced in TV; highly capable executives who cannot handle themselves on the platform, or who ad lib, long tedious speeches; sales promotion men who are asked to organize and run a stage presentation with no experience as stage managers. Result, of course, is some pretty horrible sales meetings—overlengthy meetings that may run for days.

Unfortunate fact is that money spent for poorly conceived and organized shows is wasted. There is no such thing as a captive audience. The body may be there, but the spirit is wandering. Carefully planned, well-thought-out sales campaigns may never get through to the men who must put the plan into action. Real meat of the program may be lost in a sea of droning words and repeated ideas.

Showmen may believe merchandising people are causing sales meetings to be ponderous and over-done. Some

businessmen believe the talent scouts are making dog and pony shows out of our industrial shows. The fact is, each is making worthwhile contributions.

Businessmen are right when they insist on telling only the merchandising story. Showmen are right when they insist on telling that story dramatically. Fortunately, out of the struggle to get part of the sales promotion dollar a technique will be developed. A system or a set of rules will be discovered. Much has been done already.

### Specialists Emerge

Individuals have emerged and are becoming recognized as authorities in the field. Right now, quite a few well-qualified people are specializing in the field. At the same time, unqualified "fast-buck boys" are finding that industry will not pay their carefully budgeted money to "bring back vaudeville."

The sooner we settle down to accepted and proven practice, the sooner we all will benefit by the added impact of dramatic presentations. But to recognize the problem or to wait until it solves itself is not enough. Let's look at the situation objectively.

Creative people in the field, basically, must understand marketing and selling problems faced by industry. They must primarily be interested in dramatizing industry's story—not in dramatizing show business as such. Therefore, creative people doing industry's "sell" shows should have proven merchandising experience. They should be business people using drama—not drama people using business.

### Clear Message

What should they talk about? What is their "story line"? In this specialized field the message should be clear and informative. It should deal with only those ideas needed to tell the specific story. It may be that the need for sales training, or good service is to be stressed. Benefits of special advertising or promotion may be emphasized. The effective industrial show never gets away from the basic selling story.

All comedy is slanted to this end. Every song, every set, every chart should be designed to impart merchandising and product information. That is the story line. An industrial musical is a singing commercial and the plot is a sales campaign. En-

## sales meeting ahead?



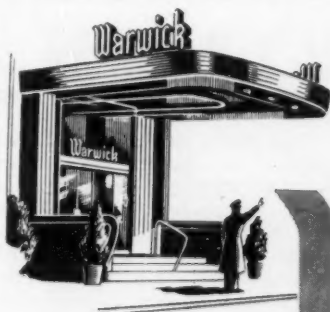
You'll be ahead, too, if you let the Braniff Convention Bureau take care of all your transportation problems. We're old hands at this sort of thing.

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## CHECK LIST FOR BUDGETING

### creative personnel

Producer  
Writer  
Director  
Speech Coach  
Composer  
Arranger  
Copyist  
Musical Director  
Choral Director  
Choreographer  
Scenic Designer  
Costume Designer

### artists

Cast (principal, support-  
ing actors, singers,  
dancers)  
Models (local)

### miscellaneous

Flowers, plants  
Local draperies  
Gratuities

### organizational group

Technical Director  
Company Manager  
Advance Man  
Stage Manager  
Assistant Stage Manager

### preparation

Blocking rehearsal (hall)  
Final rehearsal site  
Drayage to rehearsal site  
Personnel travel  
Show site rentals  
Theatrical transfer entour

### music

Conductor  
Choir musicians  
Local musicians  
Music contractor  
Rental (piano)

### physical properties

Art Work (props, scenery,  
slides, signs)  
Photography  
New draperies  
New scenery  
Lighting equipment  
Sound equipment  
Crates, tarps  
Skids, shoes  
Costumes  
Stage props

### labor

Road stagehands  
Local stagehands  
(entour, rehearsals)  
Carry-in and out crews  
Porters  
Carloaders (stagehands)  
Electrician  
Wardrobe mistress,  
dressers

ANOTHER



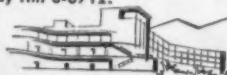
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HOTEL**

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"The Most Magnificent Hotel in the Americas"  
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tainment for entertainment's sake  
alone has no place in a "selling  
show."

What does a show cost? Unfortunately, this recently competitive field, like other new enterprises is dangerously close to a "buyer beware" operation. One large manufacturer of TV and radios received bids of \$85,000 and \$25,000 to produce a sales meeting dramatically. Obviously, both concerns were not offering the same facilities or service. On the other hand, any competent producing company can accurately bid on such a show if complete plans are available. But it is impossible for a buyer to arrive at a realistic cost comparison unless proposals are made on known labor and material requirements. Planning and designing should be done first, just as an architect must prepare plans before satisfactory bids can be taken.

### Check List Helps

The check list (above) should help industry evaluate and establish the work to be requested.

Producer of the sales meeting should first be given the realistic objectives of the meeting, plus a tenta-

tive budget. He can then apply this knowledge to the check list and design a format to meet the budget. When planning, writing and designing is completed, then and only then can accurate prices in the production be established. By adhering to this system, budgets can be met, and costly overtime and extras avoided. To recap:

### Three Rules

1. Creative people should understand and be experienced in marketing techniques.

2. Stick to the marketing story and avoid mere entertainment.

3. Put competitors on an equal basis by submitting complete requirements.

The industrial show is here to stay because results of good industrial shows are clearly shown on sales records. We can prove that when techniques borrowed from legitimate theater are added to good merchandising and sales promotion practice, the result is increased sales.

Who are the independent producers in the industrial field? Several concerns have been active in the field of industrial theater for over 30 years.



Until about 1950, only a few firms keyed their entire operation to producing industrial shows. However, success of industrial theater has brought many new individuals and firms into the field. It may be helpful to divide these organizations into definite categories.

**Theatrical agencies:** Talent agencies have for some time provided "talent" to entertain at banquets that usually follow sales meetings. Many of these agents have now entered the industrial theater field. In general, they secure the required physical properties from scenery houses as required. They do not own or maintain design studios or shops, nor do they warehouse scenery, stage equipment, props and other equipment.

**Advertising agencies:** Some agencies that maintain television departments have produced sales meetings for their clients. Their operation is much like theatrical agents. They purchase for their customer on a fee basis. Such companies are usually strong on television or motion picture technique. Advertising agencies are experienced in the business world—important in producing industrial shows.

**Film Producers:** These concerns have produced many industrial films and should be experienced in telling a merchandising story. However, there are admitted differences in the techniques of live theater and movies. Larger film companies have developed special departments to handle industrial shows.

**Display Houses:** Construction requirements for theatrical shows differ basically from those in the display field. Entirely different knowledge, experience and techniques are used. Again, companies doing the best job have special departments for live shows.

**Theatrical Producing Organizations:** These companies own or operate shop facilities and have special equipment required for theatrical shows available on a rental basis. In general, they offer a completely integrated service.

Regardless of where the experts come from, industrials are created by a new kind of show people. They are producers who believe that there is nothing more dramatic than a new product—or a new engineering story. They are the writers who believe there is real suspense in launching a new sales plan. Their celebrities are electric ranges or refrigerators. They are booking agents for TV sets—for an automobile—a bottle of beer. The stardust in their eyes is for the sales department. **The End**

# MEET IN

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## 'Effective Exhibit' Research Study

**Exhibit size, cost or location no guarantee of success, visitor recall shows**

A long debated question — "What makes for an effective exhibit?" — may soon be decided. Results of a study on exhibit impact at trade shows will be available soon, Industrial Advertising Research Institute, Princeton, N. J., reports.

Study was made at the National Materials Handling Exposition, in Chicago, April, 1955. Research was initiated by IARI, research arm of National Industrial Advertisers Assn., and conducted by Gallup & Robinson, a marketing research firm.

### Test New Method

IARI wanted to test a new research method and, at the same time, get some long-awaited information on exhibit effectiveness.

Every 30th person registering at the show was told he would be interviewed the following day. A sample of 250 people was used — giving researchers 200 usable answers. Representative sample of exhibits was chosen (34) and visitors were tested for exhibit recall, in interviews which lasted from 45 minutes to two hours each.

A major finding of the survey was that exhibit size, amount of money spent, use of stunts, or booth location did not, in themselves, assure visitor recall. This indicates, indirectly, that good exhibits could be small, or in a bad spot, or lacking fancy stunts, and still have visitor impact.

### Better than Expected

IARI found its research method worked better than anticipated — produced more and better statistics.

Final results of the survey will be available to the 250 subscribing IARI members in February, based on one copy of the report for each \$100 subscription. No price has been set for non-subscribers, but it is expected to be between \$100 and \$150 for each copy.

The End

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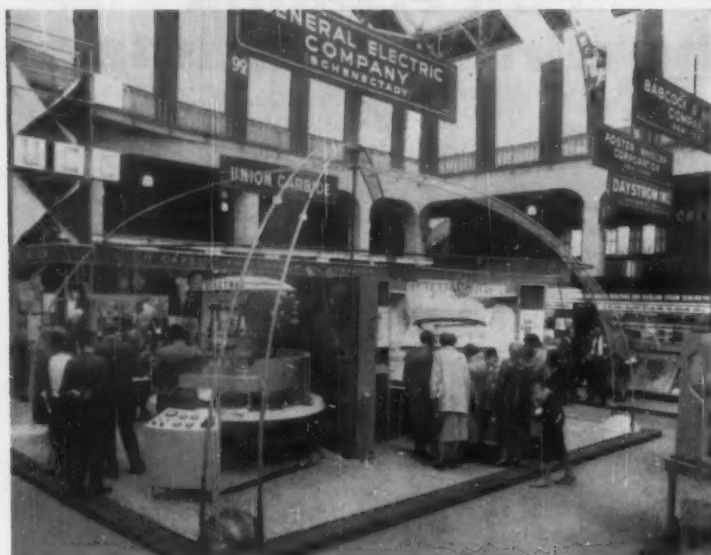
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**Little-known facts on how U. S. exhibits were planned and handled at atomic energy meeting.**

BASIC UNITS of American displays were limited to a height of eight feet so that exhibits could be used in U. S. trade shows.



BRITISH SECTION of atomic exposition in Geneva designed with no restraint on height.



FRENCH EXHIBIT was representative of European approach in architectural scope.

## What Happened at Geneva?

BY LESLIE LEVI  
President, Ivel Corporation

Perhaps the most publicized convention and exposition ever held was the UN International Conference on the Peaceful Uses of Atomic Energy in Geneva last August. Yet there seems to be great misunderstanding in this country, on the part of those interested in exhibitions generally, as to just what took place.

Actually, there were two expositions, both associated with a scientific conference of worldwide importance. There is little doubt in the worlds of both science and statesmanship that the conference itself (originally suggested by President Eisenhower) and the scientific and mechanical developments revealed at both expositions, constitute the most significant international event of recent years.

The conference was held in the United Nations buildings, Palais des Nations, originally erected to house the ill-fated League of Nations. Associated with the conference in the same group of magnificent buildings was the scientific exhibition, strictly a government affair on a grand scale. Here information, equipment and devices hitherto classified were freely shown to all the delegates, more than 1,400 of whom

(mostly scientists and engineers) attended from 22 nations.

Also on UN grounds was a separate, small chalet-type building erected by Union Carbide & Carbon Corp. to house an actual working "swimming-pool" type reactor, later sold by the United States to the Swiss Government. This marked the first time in history that the general public was permitted to see an actual reactor at work. Needless to say, crowds were thrilled and breathless.

Second only to the reactor itself in interest on opening day was the Russian exhibit. By now it is known to all that the Russians surprised our scientists by the depth and diversity of their knowledge. It is probable, though, that they are still far behind this country in nuclear development, but going forward rapidly.

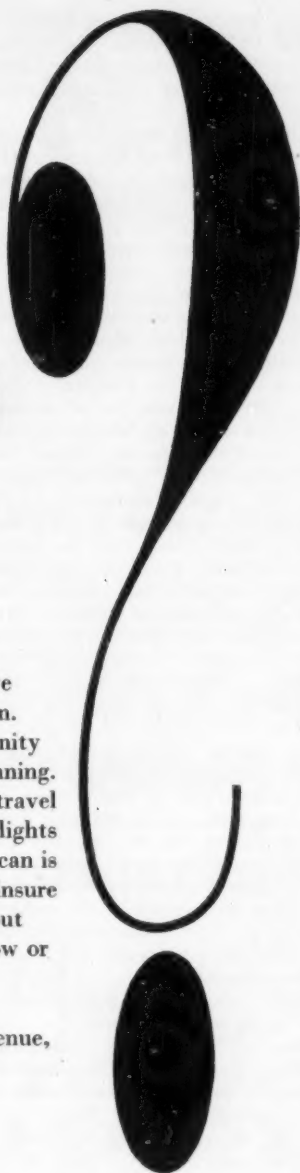
As a display-builder, however, this writer was impressed by the archaic style of their presentation, the slovenly workmanship and utter lack of artistic feeling (something which certainly cannot be said of any of the other scientific exhibits, including the American.) All of the others, without exception, were skillfully conceived and brilliantly executed. Seeing and comparing this multi-



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- 1 *What are the advantages of holding a convention in a large city?*
- 2 *Which cities do you consider ideal and what are the advantages of each city?*
- 3 *Do the hotels have meeting rooms large enough to accommodate my group?*
- 4 *Do the hotels have adequate space for exhibitors?*
- 5 *What forms of entertainment are available in these cities?*
- 6 *Are there good stores for shopping?*
- 7 *What are the advantages of holding a convention at a resort?*
- 8 *Which resorts do you recommend for a convention of our size?*
- 9 *Do these resorts have meeting rooms large enough to accommodate my group?*
- 10 *Is there space available at these resorts for exhibitors?*
- 11 *What forms of entertainment are available at these resorts?*
- 12 *What forms of transportation are available to the cities or resorts recommended?*
- 13 *What are the airline schedules?*
- 14 *What are the schedules of other forms of transportation?*
- 15 *How will I encourage people to attend?*
- 16 *Is it possible to arrange for special airline flights?*
- 17 *How can I arrange a post-convention tour?*
- 18 *What places do you suggest for such a tour?*

Mr. Richard A. MacDonald, Convention Manager  
American Airlines, Inc.  
100 Park Avenue, New York 17, New York

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218 Huron Street — Toledo, Ohio

## Where's Jim?

Jack Lear, general manager, DiLido Hotel, Miami Beach, Fla., knows the answer. Jim (James C.) Parrish is now director of conventions and sales at the DiLido. He was formerly director of sales, Schine Hotels.

nation approach to the exhibit art. I was well repaid for the further exercise of feet already wearied from a week of setting up the industrial exposition.

The industrial exhibit was housed in a huge edifice in downtown Geneva known as Palais des Expositions. Conceived in what might be called the American manner by a private Swiss management concern, and named First International Exposition on the Peaceful Uses of Atomic Energy, it is now planned as an independent biennial event, regardless of whether the conference is repeated in Geneva.

It will no doubt be of interest to readers of SALES MEETINGS that there were those in the Atomic Energy Commission planning group who felt scientific delegates would not want to bother with an industrial exhibit. They gave no initial encouragement to American firms prompted to participate. It was this lack of government interest that aroused Gordon Molesworth, New York City atomic energy consultant, to lease a large block of space and organize a group of American firms into an integrated U.S. industrial atomic energy exhibit. The group consisted mainly of blue-chip industrial giants with a heavy stake in this new and rapidly growing field and a strong yen to test the potentialities of the world market.

The foresightedness of Molesworth and those who joined in the venture was more than vindicated by the fact that, among the 50,000 visitors to the exposition, were virtually all of those who attended the conference in an official capacity.

Although most U.S. exhibitors participated mainly on the basis of long-term public relations and a desire to sound out the world market, they found a surprising number of actual sales prospects, most widely publicized of which was Westinghouse's first-day sale of a \$4-million packaged reactor. General Electric Co. reported no less than 15 solid prospects for small nuclear-power reactors. (Bendix, AMF, Anton Electronics and High Voltage Engineering are among others that report active interest and substantial sales.)

To organize, build, ship and erect the show under unprecedented conditions was no easy job for a public relations outfit well versed in the atomic energy field, but without experience in the physical aspects of an industrial exposition. Right at the outset, therefore, Molesworth cast about for a skilled "right hand," and selected Ivel Corp. to counsel his

group and handle the show itself.

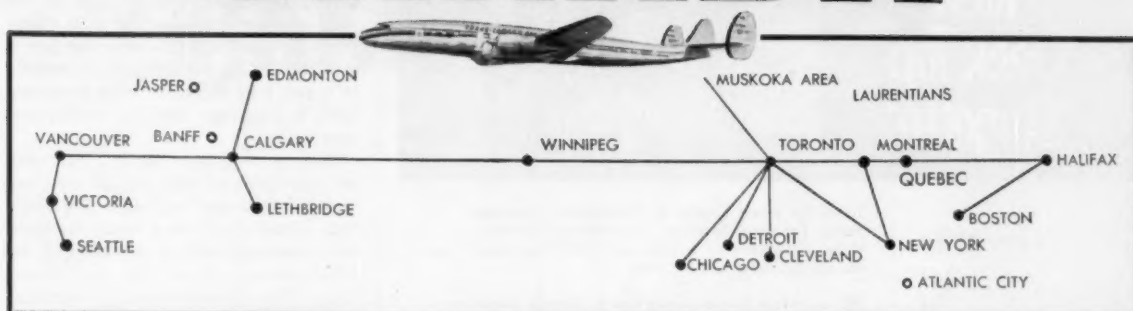
Budget and floor plans, rules and conditions were established after a quick flying trip to Geneva by this writer to investigate local conditions and select and secure the most desirable space. On this trip I learned that the United States Information Agency was about to lease a large space for its own show, then on tour in Western Europe. We were able to negotiate jointly, therefore, for adjacent areas comprising one-half of the entire main exhibition floor. This presented to the world a greatly magnified impression of American developments.

With full knowledge that our competition from abroad was going to be more than ordinarily stiff—the British alone had reserved 21,000 sq. ft.—we were nevertheless constrained to maintain the well-known standard American eight-foot height limitation for our exhibits. (Most of our exhibits were destined to return immediately to the U.S. for use in the First U.S. Trade Fair of the Atomic Industry, scheduled to open in Washington, D. C., Sept. 26.) While this imposed a competitive handicap upon our designers, and we were unable to approach in spectacular glamor the architectural scope of the British, French, Swiss, Belgian, Dutch and Italian displays, there was enough substance in the products and services offered by our American companies, so that they probably suffered little in general interest and attraction.

Any display builder or show manager will appreciate the magnitude of the task of leasing space and designing and building exhibits for an entire show between that initial Geneva trip the first week in June and the deadline dockside shipping date of July 15.

With the opening scheduled for Sunday morning, Aug. 7, the entire shipment of 128 cases of exhibits arrived at the Geneva railroad yard promptly on Aug. 1, as planned. It was only then that we learned that this was a national holiday, comparable to our Fourth of July. Hence, no delivery was possible until the following day. (Nothing we could do could change that!) Promptly at 7:30 Tuesday morning (the work day starts early in Geneva) we found the first of our four railroad cars, mounted on a huge rubber-tired trailer, alongside the freight entrance to the exposition hall. With only a one-ton fork lift available (not surprisingly called "le clark" by the French-speaking handlers) we were soon stymied by a 3500 lb. case. It took five hours to locate and borrow

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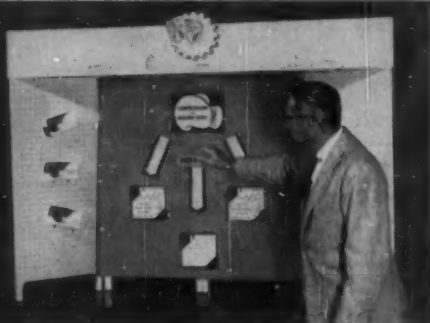
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**versatile**

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All essential features—pegboard, flannel board, screen, lights—are built in. No extras to carry or assemble.

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This focal point of your presentation which eliminates competition from distracting backgrounds is available in single units at \$175.00 and in multiple units (two or more) at \$150.00 each. (Price F.O.B. Chicago) Specially made carrying case \$24.95.

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### BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 27 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at the Belleview-Biltmore: Travelers Insurance Company, Aetna Life, New York Life, John Hancock Mutual Life, Mutual Benefit Life, American United Life, Massachusetts Mutual Life, Berkshire Life, International Association of Insurance Counsel, U. S. Independent Telephone Assn., N.A.M. Industrial Division, American Dermatological Assn., Envelope Manufacturers Assn., Family Finance Corp., TIME, Inc.



**DON CHURCH, Manager**

from the Swiss Railways a heavy duty unit to finish the job that night.

Space does not permit relating our troubles in getting the other three cars unloaded on Wednesday and Thursday—top-loading open freight cars that require the services of the only mobile crane in the city (busy elsewhere, of course)—nor the fun it was to convey instructions adequately to a group of workmen who presented both a language and an intelligence barrier.

Suffice it to say that by Thursday we were able to start actual erection, and by Saturday midnight the show was dusted down and ready for Sunday morning's official reception to the President of the Swiss Confederation, Dag Hammarskjold, Admiral Strauss and numerous other dignitaries.

It should be mentioned, however, that it could not have been done without the cooperation of those wonderful Swiss customs inspectors, who stayed right on the job to inspect each case as it was opened, and carefully check its contents against the manifests we had previously provided. They gave us the same type of service on the way out after the show, which similarly expedited our return. Incidentally, what gave us the most concern on the way back was the New York dock strike, which delayed the Washington shipments right up to the deadline.

It was a great privilege to be so closely associated with this first international disclosure of the mechanics of the world of tomorrow, and to observe at first hand the unsuspected advances made by the scientists of other nations. Most observers have concluded that the United States is still well out in front, with Britain second and Russia easily third. Behind these three come such smaller nations as Canada, Switzerland, France, Belgium, the Netherlands, Norway, India and others, with West Germany a comer to be watched.

It is clear, however, that a scramble is just getting under way for world markets and our American companies are rapidly becoming aware of what they must do to maintain their position. In the words of Gordon Molesworth, "one left Geneva with the conviction that only security regulations and export restrictions could keep American industry from assuming a position of world leadership in the nuclear reactor market. The elimination of such regulations might assure this leadership and speed realization of the peacetime promises of atomic energy for people everywhere."

The End



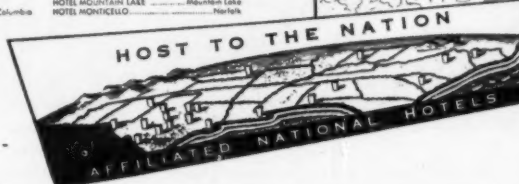
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manual and profitably share  
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## Workshop for "How-to" Ideas

BY C. C. CRAWFORD, Ph.D.  
Professor, University of Southern California  
Research Director, Ernest L. Loen & Associates\*

(Condensed from The Journal of the  
American Society of Training Directors,  
July-August, 1955.)

Would you like to get more *training* into your sales training programs? Try the suggestion-writing conference, or "written workshop."

Instead of the "I'm-telling-you-how" technique, a written conference utilizes the "I'm-asking-you" approach. Salesmen submit written suggestions instead of presenting them orally. A written conference enlists your salesmen as active agents in solving their own problems and gets across the idea that better selling is their problem, too, and not just the burden of the sales executive.

The written conference is quicker than oral. It makes possible the interchange of the pooled thinking of 20, 40 or 200 salesmen in a short time. All salesmen can be writing down ideas at the same time instead of speaking one at a time—necessary in oral conferences. Similar or dissimilar views or chairman's opinions do not influence salesmen's ideas.

Like most tools however, the written conference is effective only if used properly. Plan to avoid common pitfalls.

Be specific. If you ask 50 salesmen to write down their "creative ideas," you won't get much. It's too general. Instead, ask them to split up the whole problem of how

to sell for your company into its main difficulties, obstacles, troubles or problems. They can name plenty of these (if somebody else—not the boss—collects the slips of paper). In other words, you have to open up the problem as a whole and get ideas for each part, or else you risk getting much unprofitable general thinking.

Get ideas in "how-to" form. Pass out loose slips of paper to each man and ask him to put one difficulty on one slip, writing a dozen slips if he has a dozen difficulties. Get these in "how-to" form such as "How to see the prospect who has a long waiting line." This channels the line most appropriate for later training. The "How-to" title is best for the steps which follow.

Classify the problems according to subject. This can be done by sorting into piles on table top, thus producing an outline of needed methods. (This outline makes a fine program for your later sales meetings.) Give each problem a different number. Place list of problems and their numbers on blackboard or mimeograph it.

At any meeting, you face a certain unwillingness of salesmen to share the "tricks of the trade" with others who may outdo them in a sales contest. The workshop technique—all working together on a common project—creates group spirit. *Working together* accomplishes more than any amount of *sitting together*—listening to speeches—can do.

Now that the difficulties are listed, group is asked for methods to meet

\*Management consultants, Los Angeles

wonderful spot...

# MEMPHIS

## FOR MID-AMERICA MEETINGS

PEABODY  
625 ROOMS



CLARIDGE  
400 ROOMS



CHISCA  
400 ROOMS



KING COTTON  
200 ROOMS



GAYOSO  
175 ROOMS



WM. LEN  
250 ROOMS



PARKVIEW  
165 ROOMS



AMBASSADOR  
140 ROOMS



GEO. VINCENT  
90 ROOMS



● Yes, the location of Memphis truly makes it a wonderful spot for conventions. But, it takes more than just a good location to produce successful group meetings . . . it takes adequate facilities plus considerable convention "know-how." That's why these nine fine Memphis hotels with their 2,445 rooms and 111,570 sq. ft. of meeting space, plus a sincere desire to give the kind of help and service that "brings you back again next year," further make Memphis a wise choice. Convenient to all is the completely air-conditioned Municipal Auditorium with its spacious exhibit hall, concert hall and Arena which seats 6,000. Add to these features the excellent air, rail and highway facilities and Memphis' world famous atmosphere of Southern charm and hospitality and you've got a combination that simply can't miss. The right combination for your next convention or sales meeting.



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WRITE for catalog, samples, and prices, stating probable quantities required.

## PARISIAN NOVELTY COMPANY

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Manufacturers Since 1897



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IN THE HEART  
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Ideal for Conventions, Sales Meetings and other business functions.

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Peirce A. Hammond, Gen. Mgr.  
Michael A. Devitt, Sales Mgr.



**YIELD:** 2,200 ideas—when sales representatives and executives use "how-to" workshop. Target was: "How to double sales in 1956."

**IDEAS** are anonymous and each one is written on a separate slip. This makes it easy for sales executives to classify in preparation for a discussion on each idea by the audience often hundreds of ideas emerge.

each problem. Salesmen are given slips of paper on which they may list their methods. Each method slip is one salesman's suggestion for a good way to overcome a particular difficulty; thus he writes five or 10 method slips all bearing the same difficulty outline number. When 40 salesmen write their suggestions on a given difficulty, you may have 200 or more suggestions for each problem.

## Discuss Suggestions

Analyze methods slips. One procedure, so simple that it can be used in almost any group, is to get method slips written and collected, then read individual slips aloud. Decide by group discussion whether method proposed is a good one for sales force to adopt. Each slip is thus treated somewhat as a true-false test, or a wise-unwise test.

If the difficulty analysis turns up a dozen main difficulties, you may wish to schedule a dozen meetings, each devoted to one major problem. A procedure which will organize group effort more is to spend part of each meeting in writing method slips for next week, and the rest of the time in evaluating ideas written last week. This permits a systematic analysis of the whole collection of slips by someone between meetings

and brings evaluations to a much better focus.

## Creates Sales Manual

Work of one company's sales meetings that used the written conference procedure was compiled into a manual for over 250 salesmen. This was easy, because the difficulty analysis provided a framework for the manual; method analysis yielded the meat, and group discussions and evaluations provided necessary screening of ideas to be included. Motivation for sales meetings can be increased by using salesmen as assistant authors of a salesman's manual. The manual is well geared to minds and personalities of the sales force to be trained and manual material is more thoroughly mastered by the group while it works on its development.

## Gets Ideas Into Open

The workshop sales meeting gets creative ideas of salesmen out into the open where they can be utilized by everyone. It focuses training squarely on salesmen's needs and supplies aid that salesmen themselves have requested. Workshop procedure, skillfully applied, should increase sales. It is ideal for cooperative planning of sales programs.

The End



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### SUPERB BANQUET FACILITIES

for groups up to 2500! 6 private dining rooms, formal dining room, casual coffee shop for fine food at popular prices.

### UNSURPASSED FACILITIES FOR FUN AND RELAXATION

14 acres of oceanfront luxury—1000 foot private beach and Olympic swimming pool — Cabana Club — 4 cocktail lounges — exclusive shops — La Ronde Supper Club — Yacht Basin — 565 luxurious rooms...

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JACK M. SLONE, Director of Sales

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## NATIONAL serves ALL these top convention cities!



Plan your next convention somewhere on the National Skyway

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### NO-CHANGE-OF-PLANE SERVICE:

"Tradewinds" and DC-6B coach flights to and from Texas and California in cooperation with Delta and American Airlines. To and from the Great Lakes in cooperation with Capital Airlines. DC-7B first-class and DC-6B tourist flights, New York — Miami — Buenos Aires via Panama, Guayaquil, Lima and Santiago in cooperation with Pan American and Panagra.

With its manufacturers' representatives already exposed to hoardes of sales-building schemes from others, Prescolite shows how you can motivate them with a contest and meeting that are . . .

## ZANY! (But Brainy)

BY AUSTIN LITTLE

Sales Manager, Prescolite Manufacturing Corp.



PRIZE MONEY—in nickels—is fondled by Sales Manager Austin Little.

Novelty and showmanship—with careful planning—can pay big dividends in sales promotion aimed at manufacturers' representatives.

Immediate sales increases plus improved relations with our representatives have already resulted from the use of this "formula" to stage two recent sales efforts: a "rags to riches" sales contest, and our first national sales conference. Both had one basic objective: to persuade our manufacturers' representatives to start selling not just one or two of our commercial or residential lighting fixtures but the complete line—and in greater volume.

Equally important to us, however,

was the development of a family unity or team spirit among the sales representatives—a feeling of: belonging to the Prescolite organization and sharing in the attainment of its goals.

Here's how we achieved success in this aim:

### Had to Be Different

We started to plan well in advance of the sales contest and the meeting itself. Manufacturers' representatives are exposed to hordes of sales-building schemes. We knew that in order to make ours really

pay off, it had to be different. It was. The rags-to-riches format, which awarded prizes in the form of wearing apparel, was an immediate hit with virtually every man. The sales conference had been set for September, so we used the three preceding months to conduct the sales contest, and thereby help create interest in the meeting itself.

Early in May, each of our 40-odd representatives received a mailing piece to describe the contest, and a pair of badly tattered but gaily decorated men's shorts.

All were given the same percentage quota for each of the three months, and told that "at the sales



RAGS-TO-RICHES theme is demonstrated by Little as he models a pair of tattered shorts. These shorts were used in a mailing in advance of meeting.



JUMBO-SIZE CHECKS were given to sales representatives at meeting. Preston A. Jones, Prescolite president, and Little check sample of big check.

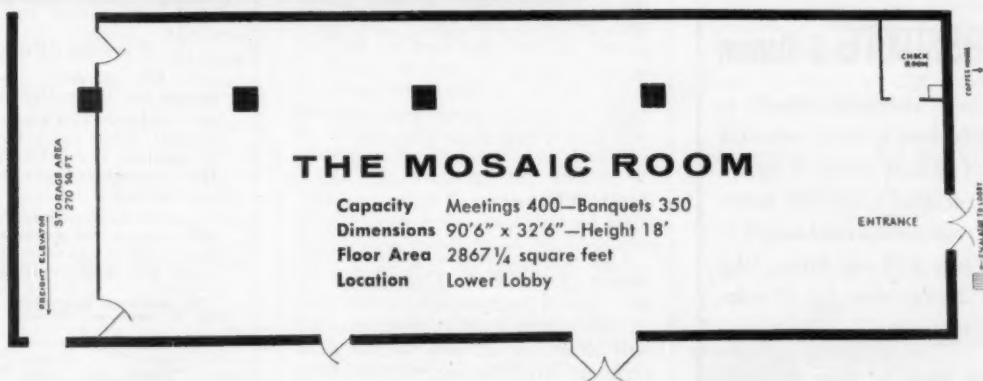
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the New Yorker's  
newest  
private function room



*R*ecently refurbished and redecorated, the new Mosaic Room is now available for meetings, banquets and receptions. Across from the new Coffee House on the quiet Lower Lobby, this attractive room is easily accessible to the lobby by the new two-way escalator. Air-conditioned and wired for closed circuit Television, the Mosaic Room also offers a large adjacent kitchen which provides delicious food and prompt service for banquet functions. For full information concerning the Mosaic Room . . . and the other attractive ballrooms and meeting rooms of the New Yorker . . . please contact our Sales Department. LOnacre 3-1000. Teletype: N. Y. 1-1384.



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Projects pictures in brilliant color to an audience of 4 or 400 easily! And in a fully lighted room, Vu-Graph gives you startling new ways to explain and sell your product advantages.

BESELER VU-GRAPH lends drama to your sales talk—importance to your product.

When your customers KNOW more about your product they are more likely to BUY.

Sell your products with impact. Use the BESELER VU-GRAPH at your next sales presentation.

Write Dept. C for a free demonstration and for the colorful brochure: "Get the Point Across."

CHARLES *Beseler* COMPANY  
EAST ORANGE, NEW JERSEY

## for personalized exhibits

### Messmore & Damon

That "something extra" in our finished product reflects a client attitude which, in almost four decades of exhibit design and construction has brought to and kept with our firm a long and distinguished list of satisfied customers.

We build to help you sell.

May we fill this role for you?

### Messmore and Damon

1461 Park Avenue  
New York, New York

conference dinner, we are going to have a 'Grand March' and every representative is going to wear the wardrobe he won. So don't look like a bum! We want each one of you to be a picture of sartorial elegance."

In June, winners were sent the money for a shirt and tie; in July, sport coats; and in August, slacks. To add a touch of novelty to this phase of the contest—and thereby continue to sustain interest—we shipped each man his \$75 for the sport coat in the form of nickels, packaged in specially-designed Prescolite money pouches. Attached to each bag was a tag reading: "It comes easy with Prescolite!"

### 50,000 Nickels

The nickels—some 50,000 in all—were obtained through a special arrangement with the San Francisco mint. (They now represent the last run of coins from the mint and, as such, are considered collector's items.)

Long before the sales contest was underway, groundwork was being laid for our three-day sales conference, which was held at our Berkeley, Cal., headquarters. Main purpose behind the sales conference was to introduce several new commercial and residential units, as well as to review sales procedures, advertising and sales promotion techniques, and to map future sales strategy in open-forum discussions.

Our main concern was to obtain maximum attendance. The rags-to-riches promotion would help, but we felt we needed added insurance. So wives were invited to give the meeting a "family affair" appeal. However, we were well aware that many a well-planned sales meeting has run aground when it came to handling wives. Add to this a budget that could not include wives' expenses, and you have a first class dilemma.

### Invite Wives

Our answer to the problem was simple but effective. Capitalizing on our natural location near scenic San Francisco and a vacation season, we sent letters to all men in the field early in May to suggest that they bring their wives and combine business with pleasure. It worked! Better than 65% of wives attended. This scheme also helped to put pressure on the men themselves (an underhanded trick) but all's fair in love and sales meetings!

Attendance from the representatives was a full 100%. It was better

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TELETYPE SL139

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- ... Atlantic City's most convenient ocean front location. 3 minutes from Convention Hall. 5 minutes from the railway station
- ... 500 immaculate, beautifully appointed guest rooms, many with ocean view. Singles from \$8; doubles from \$11

For additional information write  
John E. Leishman, Director of Sales



## Hotel DENNIS

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ATLANTIC CITY

6-3111



## No More Red Faces

Red-skinned conventioners may soon be a thing of the past, thanks to Coppertone Sales Corp. of Miami.

Manufacturers of suntan lotion, Coppertone offers free samples to any convention or sales conference meeting in a resort area during months when sunburn is a problem. In Florida the offer is open all year, but in most other states is limited to June, July and August.

Size of the convention is no deterrent to Coppertone, who supplied samples to 25,000 delegates to the Kiwanis International Convention in Miami, in spring of 1956.

Conventions or sales meetings interested in obtaining lotion should contact Frank S. Craig, Sales Manager, Coppertone Sales Corp., 2360 N.W. 23rd St., Miami.

than that, actually, since a number of them brought their own salesmen.

Our primary purpose in program planning was to combat that arch foe of sales meetings—boredom. This was accomplished with a series of events tied to the novelty theme of the rags-to-riches contest.

One month in advance of the meeting, representatives and their wives were sent specially-designed identification badges, carved out of leather in the shape of their home states. Complete agendas were included in this mailing.

When they arrived at the San Francisco International Airport—majority via a specially chartered flight from New York and Chicago—they were greeted by company executives and the Prescolite "West-er-neers," a group of guitar-playing employes, dressed in the garb of the Old West. Behind the greeting committee waved a giant red banner saying "Prescolite Welcomes You." While photographers snapped pictures (for press releases to home-town newspapers, as well as general company publicity), the group was led to a chartered bus.

A series of stunts, carefully timed to relieve monotony, followed:

Early in the first morning's session, Vice-President W. D. Runswick was introduced with the words: "... and we all know what he has done for us!" Instead of applause, he was met with a volley of pistol fire. The "artillery" and blank cartridges had been planted with the rep-

resentatives earlier in the day. This "brought down the house" and helped set the informal, relaxed mood for the remaining sessions.

To dramatize projected sales increases for Prescolite products in 1956, we rigged up a giant, six-foot balloon at the speaker's table which was gradually inflated as the discussion progressed. Inscribed on the balloon were the words: "Watch Prescolite Sales Grow."

Again adding showmanship to what would normally be a commonplace event, we used jumbo-sized checks, specially printed for the occasion, to present each representative with his commission check.

We staged a political-type rally for one of our representatives from Texas. When he rose to make his initial comments at the opening session (as did every man), he was greeted with a display of banners saying "We Want Hancock," wild applause mingled with chanting, and the playing of the "Yellow Rose of Texas" on a built-in hi-fi system.

We made regular breaks during morning and afternoon sessions, an established part of the agenda. Pleasant "breathers" were provided by the appearance of "Miss Prescolite," who served refreshments. In addition to the farewell banquet, at which the men's fashion show was held, we staged a genuine Hawaiian feast (or luau) for the men and their wives.

We budgeted \$20,000 for the sales contest and conference, of which some \$10,000 went to transportation. It was expensive — including the time and effort that went into planning each minute detail—but as far as we're concerned, it was money well spent.

Our sales goal for 1955 was \$1.25 million over '54. This was exceeded by almost 15%. The rags-to-riches contest itself produced immediate results. As early as the middle of June, we began to receive \$2,000 and \$3,000 stock orders as compared with dribbles of one-item orders. Jobbers were being sold on becoming "stocking" distributors.

It was clear that we had succeeded in converting our field sales force from occasional "peddlers" to a hard-hitting sales organization, pushing the entire Prescolite line.

Aside from sales, the conference and contest were a success in terms of good will. Many of our men said they were looking forward to attending our next meeting—even if they had to pay their own expenses!

The End



## Attraction..

but no distraction

Quiet, charming 6,000-acre estate in the scenic Poconos, 3 hours from New York and Philadelphia. A perfect setting for meetings, conferences, sales outings. An outstanding opportunity to combine business with pleasant relaxation.

Check these advantages

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EASY TO REACH BY CAR, TRAIN, PLANE OR BUS

RESERVATIONS NOW BEING MADE FOR 1956, 1957 AND 1958

For information write  
Loretta E. Ziegler,  
Convention Manager

Clifford R. Gillam, General Manager



## show management should:

1. Call off doomed show
2. Offer accurate attendance data
3. Make clear, concise rules
4. Prevent rule infractions
5. Insure dignity
6. Maintain uniform performance
7. Eliminate unfair solicitation
8. Provide necessary services
9. Have good publicity program
10. Handle exhibitors' releases
11. Identify visitors
12. Stage related meetings or events
13. Allocate space equitably
14. Treat exhibitors alike

INFORMATION CENTER, conspicuously placed, is important. This one served at National Hotel Exposition, Kingsbridge Armory, Bronx, N. Y., in November, 1955.



## How Do You Measure a Show Manager?

BY WILLIAM S. ORKIN  
Director, Sales Promotion Show

Your participation in a trade or industrial show can be profitable or disastrous depending on many factors, not the least of which is whether you belong there in the first place. But, assuming that your company's best sales, advertising and sales promotion minds decide it's a good idea to enter the ABC trade show or the XYZ public exposition, much of the success of the venture will, of necessity, depend on show management.

(Unfortunately, many exhibitors take the attitude that *everything* depends on show management, including sins of exhibitors themselves, but we won't go into that here.)

What should an exhibitor expect—and get—from show management? This list is by no means all-inclusive; obligations will vary among different gate and trade shows. But, where too many responsibilities are not accepted, it might be a good idea to take a closer look at who is running the show.

This is what good show management owes you:

**1. Cancellation of doomed show:** When it becomes obvious some eight weeks before a show that there are too few, too weak, or too unrepresentative a group of exhibitors to attract a decent audience, reputable management should return deposits and call the whole thing off. Unlike the phony "promoter" who absconds with deposits for a show he never intended to produce, responsible management suffers a bad financial blow from the decision. Lost are expenditures for promotion, publicity, printing and guarantees for building.

**2. Accurate attendance data:** For a trade show, previous registration should give visitors' industry, geographic area, title, buying influence and special interests. (In the case of a new show, management must prove itself on reputation alone.) For some trade shows, management can even indicate—by quoting ex-

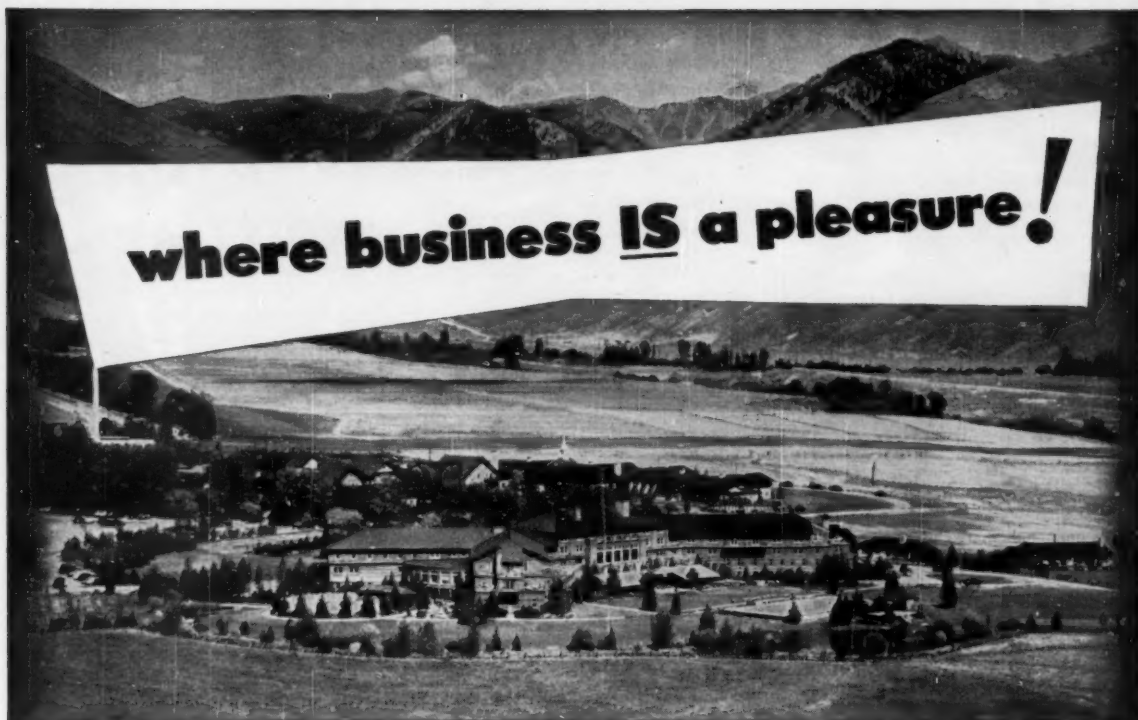
hibitors—that there was active order-writing on the floor. Many exhibitors are more interested in such statistics than in number or caliber of visitors.

**3. Clear, concise rules:** On everything from physical details of the exhibit (height, power, fireproofing) to shipping and receiving instructions, rules should be reasonable and clear.

**4. Prevention of rule infractions:** Any new exhibit, whether wildly imaginative or completely conventional, should be approved by management before a single nail is hammered into place. This prevents your planning an exhibit that violates rules that forbid its use. (Show management cannot, however, pass on plans it does not see!)

**5. Regulations to insure dignity:** Bans against such attention-getting devices as loud shouting; throwing of souvenirs or balloons or literature; extraneous noisy mechanical devices, and generally poor behavior should be rigidly and impartially enforced.

**where business IS a pleasure!**



## the convention spot that has everything...

Actually a village within itself, Sun Valley, Idaho is the ideal place for your next convention. Along with everything that's fun under the sun there's every comfort and convenience facility, including a movie theatre, post office, photo shop, florist, gift shops and church services. There's a real wide-open western welcome awaiting, so why not make your plans *now*! Convention season, early April to July 1 and after Labor Day to October 15.

**GOLF • TENNIS • SWIMMING •  
HORSEBACK RIDING • SKEET AND  
TRAP SHOOTING • FISHING •  
MOVIES • BOWLING • DRIVE  
YOURSELF SERVICE • OUTDOOR  
ICE SKATING • DANCING  
AND EVENING ENTERTAINMENT**

# Sun Valley

IDAHO

### MEETING AND BANQUET ROOMS

#### MEETINGS

No. of Rooms	Max. Capacity
Opera House	500
Duchin Room	100
Slalom Room	100

(Numerous smaller rooms 20 to 50)

#### BANQUET

No. of Rooms	Max. Capacity
Lodge Dining Room	350
Continental	600

*Liquor by the drink available per state laws  
except Sunday and designated holidays.*

#### RATES: American Plan

**\$15** per person, two  
in a room

**\$18** per person,  
single room

#### European Plan

**RATES ON  
REQUEST**

Capacity: Sleeping accommodations for 500 persons

**FOR RESERVATIONS** and complete  
information address Mr. Winston  
McCrea, Mgr., Sun Valley, Idaho.



**OWNED AND OPERATED BY UNION PACIFIC RAILROAD**



6. **Uniform level of exhibitor performance:** One unmanned or littered booth gives the whole show a black eye. Similarly, the exhibitor who is still uncrating when the show opens, or is packing up before it closes, penalizes the others who have painstakingly cooperated to make the show impressive. Management owes

it to the latter to reprimand the former.

7. **Elimination of soliciting in aisles:** Exhibitors themselves dislike to stir up bad feelings with their neighbors. It's up to management to see to it that no one stands in front of another's booth to sell or to divert passers-by.

8. **Provisions for necessary services:** Watchmen during hours the show is closed; clean, uncluttered aisles; adequate restaurant arrangements; proper restroom facilities; all should be provided. Of utmost importance: an information center—conspicuously placed—where mail, telegrams and messages can be speedily processed and delivered.

9. **Publicity:** Alert show management will utilize every sales promotion, publicity and advertising device to make the show known to potential visitors. Many will furnish exhibitors with promotional material. For example, in the forthcoming Sales Promotion Show, exhibitors will be supplied with invitations imprinted with their names.

10. **Service of exhibitor publicity:** Every show should have a press room, conveniently and conspicuously located, to which exhibitors can send their press releases and photos. Show management should encourage media coverage by arranging press previews, by acting as general liaison between the press and exhibitors, and by urging exhibitors to prepare releases and photos of any newsworthy items.

11. **Accurate identification of visitors:** An engineering student may be welcome at a trade show, but the exhibitor who learns that he has just finished his big sales presentation to someone who cannot buy anything for several years, has every right to be angry. At the forthcoming Sales Promotion Show, local graduate students in marketing will be invited to attend, but they'll wear special identifying badges.

12. **Presentation of related events:** Arrangements should be made for pertinent non-commercial exhibits, demonstrations or meetings that will attract attendance. It is important that such activities be scheduled so they do not divert visitors too long from the main show.

13. **Equitable allocation of space:** Floor space should be doled out on an impartial basis. Some shows observe a first-come rule, others give preference to oldtimers. Whatever the stated procedure, management should stick to it.

14. **Equal treatment of all exhibitors:** Same treatment and courtesy should be received by small and large exhibitors. This is good business for the wise show manager, because no one knows who tomorrow's giants may be. More important, however, any show worthy of attendance should offer as widely representative a group of exhibitors as it can find. This means the small outfits as well as the leaders.

The End

## THE MOST IMPORTANT MEETING

at the NEW



### IS YOURS

Here at this new and luxurious resort, opening December 10, 1955, your meeting will receive the intimate and personal touch that it deserves.

#### FOUR MEETING ROOMS:

- The Alpine Room—300 persons
- The Club Chalet—400 persons
- The Geneva Room—150 persons
- The Swiss Room—100 persons

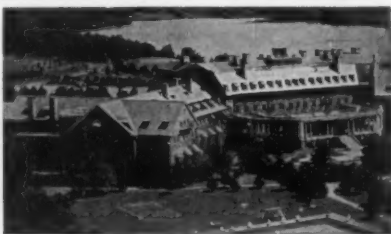
- Most rooms with private terraces
- Radio—circulating ice water and TV outlets in every room
- Fully air conditioned & heated with individual thermostatic control

WRITE OR WIRE FOR FULL DETAILS & CONVENTION RATES  
Randolph Kirkley, General Manager



DIRECTLY ON THE OCEAN AT 41st STREET, MIAMI BEACH

A private club atmosphere  
for your next  
**group meeting!**



This exclusive year round club-resort—high in the Pocono Mountains—offers superior accommodations for groups of 20 to 300 persons. Comfort, fine food, efficient, friendly service and a pleasant, quiet environment insure successful meetings at this completely self-contained club-resort. Special group rates, American Plan, include use of private meeting and dining rooms and most sports and entertainment features. Private 5500 acre estate affords excellent sports and recreational facilities all through the year, including superb 18-hole golf course. Entire floor of indoor recreational facilities. Easy to reach by train, plane, car, or bus—only 100 miles (3 hours) from New York or Philadelphia.

Write for Booklet giving complete details.

Wm. W. Malleon, Jr., Gen. Mgr.

## SKYTOP CLUB

"High in the Poconos"  
Box 30, Skytop, Penna.



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rates, special services, write to:  
**MARTIN GRIFFITH**  
Convention Manager

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Laredo, Tex. PLAZA HOTEL	Washington, D. C. WASHINGTON HOTEL	Beaumont, Tex. EDSON HOTEL	Austin, Tex. STEPHEN F. AUSTIN HOTEL
El Paso, Tex. CORTEZ HOTEL	Indianapolis, Ind. CLAYPOOL HOTEL	Mobile, Ala. ADMIRAL SEMMES HOTEL	Brownwood, Tex. BROWNWOOD HOTEL
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Fifth and Franklin  
RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, on main lobby floor, seats up to 1,000.

AIR-CONDITIONED Patrick Henry Stonewall Jackson Room (400).

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ROOF GARDEN accommodates 500. 5 additional AIR-CONDITIONED CONFERENCE ROOMS.

500 OUTSIDE ROOMS, EACH WITH PRIVATE BATH.

for resort conventions



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Old Point Comfort, Fort Monroe, Va.

**The Largest and Finest Hotel on Virginia's East Coast**

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300 Beautifully Furnished Rooms, All Outside, each with private baths.

**OPEN ALL YEAR**

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250 Rooms. Rates from \$3.00

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200 Rooms. Rates from \$3.75

Write for FREE, Interesting Brochure, Giving Full Convention Facilities in Detail and Floor Plans!

## "No Sales" School Ups Distributor Volume 15%

There's no salesmanship connected with Standard Pressed Steel's classes for distributor salesmen, but what they learn boosts sales. Good will is another big benefit.

BY GEORGE SOMES

Sales Promotion Manager, Standard Pressed Steel Co.

One product of Standard Pressed Steel can't be found in our catalogues. It's a product we never sell. The product: factory trained distributor salesmen.

We turn them out at the rate of 10 a month in a factory school here in Jenkintown, Pa. Although the purpose of the course is to increase SPS sales, selling is not mentioned. Members of the faculty are all key people in our manufacturing processes.

The school, now beginning its second year, offers an intensive three-day course designed to give distributor salesmen a thorough, intimate knowledge of SPS-made screws, locknuts, other precision fasteners and steel shop equipment. The course extends through all of our processes and quality controls, from the raw material to the finished item that the distributor representative sells.

### Credit Distributors

So far we have graduated 150 students in classes of 10 men each. Cost for each student—hotel, food, travel—is about \$95. We absorb part of this expense by crediting the distributor with \$50 for each student. Our overhead expenses for equipment, literature, time of instructors and administration amount to approximately \$10,000 a year. We believe results more than repay us for our efforts.

The school was started at the recommendation of our distributors. We favored the suggestion for a number of reasons.

First, we know that distributor salesmen who visit our plant and see our products in the making, leave

with a new enthusiasm for our company and its products. This enthusiasm is apparent to our field salesmen who later visit distributor men in their own territories.

Second, we recognized that competition for salesmen's time has intensified, especially among distributors who carry a number of competing lines.

### Sells What He Knows

Third, we have long believed that a salesman will sell best the product he knows best; and we welcome ways to improve the knowledge of SPS products among distributor salesmen.

Finally, a survey of distributors conducted by *Industrial Distribution* shows that distributors favor manufacturer's schools over sales meetings as a means of imparting product knowledge.



AUDIO-VISUAL AIDS speed instruction of distributor salesmen who attend SPS classes.

These factors convinced SPS management that distributors were on the right track in wanting the school and we set out to put it into operation.

We assumed that our salesmen-students would be competent in sales techniques when they came to us. Therefore, we decided to concentrate on giving them knowledge about our products and to demonstrate to the students that there is a fair margin of profit for them in selling SPS products.

Instructors were picked from our key supervisors. Each member of the 17-man faculty is an expert in his line. Expert though they are, our instructors don't speak off the cuff when giving a lecture, but follow a written outline. Several instructors are prepared to teach each class, so we are always ready to cover a given subject—out-of-town trips, vacations or emergencies notwithstanding.

### Teachers Are Key Men

Use of key supervisors as instructors has a two-fold effect. It provides teachers who really know their stuff. At the same time it serves as good executive training for instructors (who usually are men on their way up in the organization) by giving them experience in standing on their feet to talk about our products. It also gives them the opportunity to meet face-to-face with the men who sell our products to the ultimate customer.

The factory course for distributor salesmen also provides a ready-made school for training field salesmen and in-plant staff employees in products and procedures they might not otherwise learn about in the normal course of doing their jobs. The school encourages them to think along company-wide lines rather than to confine their thinking to their own specialties.

Complete stories on each of our product lines plus background information common to all products make up the curriculum. For example, steel making, heat treating and the design and function of threads is discussed as preliminary to lessons on socket screws and other threaded fasteners.

The course is covered in three eight-hour days. (In trial runs, it took us that long to cover the material we wanted to teach.)

Classes are held Monday, Tuesday and Wednesday. This enables students to get back to their home offices in time to clean up urgent business before the week end.

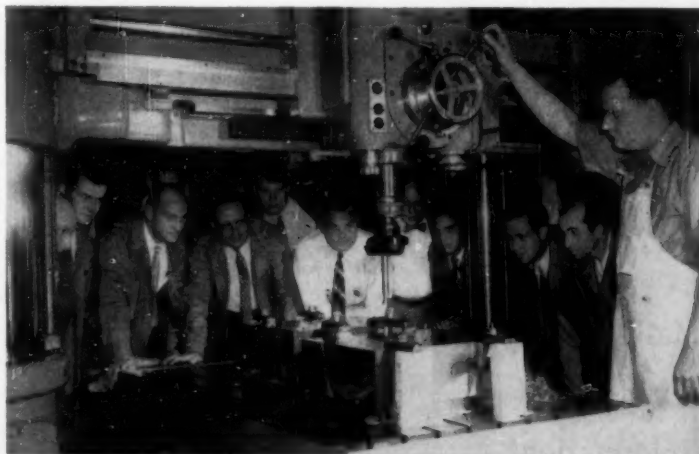
SM/JANUARY 1, 1956



**BRIEF SPEECH** of welcome by George A. Gade, vice-president in charge of sales, is as close as distributor salesmen come to talk about sales or salesmanship at three-day meeting.



**THREE-DAY COURSE** is intensive. Product knowledge is imparted by company specialists. At this session class (from six distributors) learns metallic structure of cap screws.

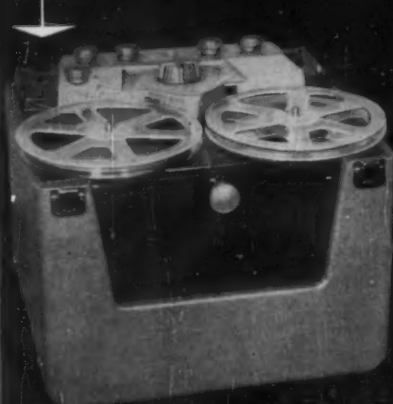


**TRIPS INTO SHOPS** allow men to see products made after learning about them in class. Rather than a general plant tour, shop trips are taken frequently and are specialized.



Now! You can put on a professional A-V show for as little as \$20!

this **La Belle** control tape-recorder operates...



...this **La Belle** 35mm automatic slide projector

**NO PROJECTIONIST NEEDED!  
NO NARRATOR NEEDED! NO HIGH COSTS!**

*you* can take your own 35mm pictures of your operation, sales training or sales promotion program—or . . . put some amateur photographer in your own company to work. (Even if you should use a professional photographer, your savings will be unbelievable.)

*you* record your own commentary on the La Belle control tape-recorder, pressing the cue-button each time you want your next slide to come on (in your finished production). The job is complete.

*you* can now relax with your audience throughout your entire show. Sight and sound are perfectly synchronized . . . slide-changing 100% controlled by the recorder. And remember—you can make copies of your La Belle A-V shows for just a few dollars!

**Mail Coupon  
for FREE  
Information!**

La Belle Sales Corp.  
Dept. SM-1 Oconomowoc, Wisc.

Without obligation, send me more information on La Belle low-cost A-V shows!

Name

Organization

City  Zone  State

Classes start at 8 AM and finish at 5 PM with one hour for lunch—no cocktails. We find it important to provide a proper balance between effort and relaxation—between tours and coffee breaks, between product study and lunch.

Students give us valuable suggestions for improved school management. One suggestion led to a change in our luncheon site from a plush but distant country club—a 15-minute drive from the plant—to a nearby restaurant. Now the meals are more leisurely. Students and plant personnel who attend luncheons have more time to get acquainted.

In the classroom, each student gets an outline of each talk so he can follow closely and have a record of his own. Each is given a handbook and a notebook so he can jot down, in organized form, information not covered by prepared notes.

One feature of the course that promotes a lasting understanding of our products, we believe, is the way we pair up study periods and plant tours. Although most students expect one, we never conduct a general plant tour. Instead, after classroom instruction on a product line we take the students to the factory area in which that product line is made.

The production pattern is explained. Students talk to the men on the machines and to their group leaders. Information is thus dramatized and is more likely to be remembered. For tours, we break classes into five-men groups. Five are as many as one guide can talk to easily over the noise level in production areas. By the end of the course most students agree they know the plant better than if they had made a general tour.

Visual aids are used to supplement talks by instructors. Movies, slides, blown-up posters, photographs—all help to hold attention and underscore information given. After each subject is covered, as a further aid to memory, a short true-false questionnaire is filled out by each student.

Graduation ceremonies are as complete as those on any campus, with nothing left out but caps, gowns and speeches. Company president, H. Thomas Hallowell, Jr., is there to graduate the class and to give each graduate his diploma. It proclaims the recipient a "fastener expert."

To run the course, you need tact and sometimes diplomacy. For example, we never used to call the roll. It didn't seem tactful. We do now



—ever since we lost a student! So far as we knew he had vanished completely. He was finally located—in his home town hospital. He'd gone there of his own accord after a chronic leg ailment began to bother him the first night of school. He just took off for the hospital without telling anyone. When his brother called to tell us what had happened, it was the first word we had of our disappearing student.

Confusion created by a hotel switchboard operator called for something closer to diplomacy. One of our students from Detroit was rooming at a Philadelphia hotel with another student—male—from New York City. One evening the Detroit man's wife called. The hotel switchboard operator said that Mr. and Mrs. So-and-So were checked in, but didn't answer the telephone!

The Detroit student's wife came to a fast boil and the hotel manager was called in to do some earnest explaining. Although the aroused wife was finally satisfied that it was just a careless mistake by the hotel operator, we followed up the manager's explanation with a letter. We also armed the Detroit student with a photostat of the hotel register—just in case.

Responsibility for getting students to enroll lies with our field salesmen as they visit distributors in their territories. It is up to them to sell the course, to give the distributor information about it and to help him interest his salesmen. Field salesmen report that it becomes easier to enroll new students as distributor salesmen in larger numbers return from the course. Also the school has been pub-

licized in advertisements and in editorial stories in business magazines.

Costs—\$50 a student plus \$10,000 a year for overhead—may sound expensive. But nothing is expensive if it pays for itself—and then shows a profit. We believe our school is doing just that.

While we have no exact means for calculating the returns from our school effort, all evidence supports our conclusion that it is a profitable sales tool, one that will show increasing profits for years to come. Here, briefly, is why we feel the way we do:

1. Sales by distributors whose salesmen have graduated from our factory school have increased about 15% above the average among all distributors.

2. Graduates, full of SPS product knowledge and impressed by SPS friendliness, now push all SPS products. (Before, our products were just one more line among many. Now, it's *the* line.)

3. Graduates become evangelists for SPS. They instill enthusiasm in their sales associates for SPS products.

4. The course has improved the already cordial relations between SPS and its distributors.

5. The course has sold itself. Enrollment of new classes is a comparatively easy matter.

That—as we see it—is the payoff, after just one year. With 4,000 potential students to draw from, we expect results to improve each year. The trained distributor salesman will continue to be one of our most important products. The End

## NEW AID FOR SPEAKERS



A portable electro-mechanical prompting machine, introduced recently by Underwood Corp., New York City, may prove a boon to speakers.

Called TelExecutive, unit rolls script down the viewing face. The speaker turns a hand control dial to move script. The dial fits into speaker's hand.

TelExecutive weighs less than 12 lbs. Leather attache case is provided which has room for unit, hand control, extra script spool, special translucent script paper and editing kit. Entire kit costs \$495.

TelExecutive is similar to TelePrompter, widely used in television and motion pictures, and was designed for Underwood by Teleprompter Corp. According to company spokesman, TelExecutive bolsters a speaker's self-confidence and permits him to concentrate on getting his message across to the audience.

To augment TelExecutive, Underwood offers a special typewriter equipped with large-size type for preparation of scripts.

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... for groups of 20 to 400 persons including the spacious Crest Room and smaller meeting rooms

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... guided tours of historic West Point. Sports and recreational activities nearby.

For rates and information write to William R. Ebersol, Manager

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## EXHIBIT CLINIC

Hints and Ideas from Exhibit Producers & Designers Assn.



# What You Should Tell Your Exhibit Builder

BY SIDNEY WASSERMAN • *Mastercraft Studios\**

This subject—what to tell your exhibit builder—is sure to provoke whimsical and, in some cases, unprintable thoughts. You may be justified, too.

In most cases, however, causes of friction with an exhibit designer can be traced back to many things you omitted to tell him during planning stages. He is not endowed necessarily with mind-reading ability. He can bring to your product story his specialized knowledge of three-dimensional presentation. He knows his business, but to be effective for you, he has to know a great deal about your business, too.

When you select an exhibit builder, you have added many specialized talents to your team. But, the designer doesn't work *for* you; he works with *you*. You are the team captain and you've got to do your part. Together you can arrive at a successful solution.

Your first discussion with a display builder should be to acquaint him with your company, its policy and its aims. Discuss and show photographs of past exhibits so that he may profit by the knowledge and experience you have gained for your particular needs. Show him current advertising campaigns so that this effort may gain and add support to the overall effort. A good exhibit designer will interpret the information you supply into strong, visual presentations that meet the physical requirements of the conventions to be attended.

In planning a specific exhibit, you should give your exhibit builder these facts:

**1. Itinerary:** Where will display be used? Supply show names, locations, dates and spaces to be occupied. Outline varying sizes and changes to which the unit will be adapted.

**2. Budget:** Talk dollars and cents so that he may know his limitations with selection of materials, lighting, art and animation, and still do the job required.

**3. Advertisements:** Furnish advertising and promotional literature, photographs, trademarks, logotypes and color schemes for visual recognition.

**4. Copy:** Don't let copy in your exhibit be an afterthought. Write and supply copy early so that it can be blended into the design effectively.

**5. Suggestions:** Discuss ideas and suggestions that other members of your company might have on their requirements for a successful display.

As with most things, the extent of return (and service) you realize from the exhibit will reflect the thoroughness of the preliminary work you've done.

\*New York City

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AN *Affiliated National Hotel*



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DISTRICT OF COLUMBIA		HOTEL BAKER	Dallas
HOTEL WASHINGTON	Washington	HOTEL TRAVIS	Dallas
<b>INDIANA</b>		HOTEL CORTEZ	El Paso
HOTEL CLAYPOOL	Indianapolis	HOTEL BUCCANEER	Galveston
<b>LOUISIANA</b>		HOTEL GALVEZ	Galveston
JUNG HOTEL	New Orleans	HOTEL JEAN LAFFITE	Galveston
HOTEL DESOTO	New Orleans	CORONADO COURTS	Galveston
<b>NEBRASKA</b>		HOTEL PLAZA	Laredo
HOTEL PAXTON	Omaha	HOTEL LUBBOCK	Lubbock
<b>NEW MEXICO</b>		HOTEL FALLS	Marlin
HOTEL CLOVIS	Clavis	HOTEL CACTUS	San Angelo
<b>SOUTH CAROLINA</b>		HOTEL MENZIES	San Antonio
HOTEL WADE HAMPTON	Columbia	ANGELES COURTS	San Antonio
<b>VIRGINIA</b>		HOTEL MOUNTAIN LAKE	Mountain Lake
		HOTEL MONTICELLO	Norfolk

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**International Amphitheatre**  
42nd & Halsted Chicago 9, Ill.



MULTI-PURPOSE FACILITY, Sheraton-Park's Sheraton Hall serves as a theater for Chrysler Corp. sales meeting.



SAME ROOM later converts to giant banquet hall.

## Meeting Planners Will "Design" New Hotels

Sheraton Corp. says convention needs determine what goes into its new hotels or remodeling programs. Sheraton's study of group needs reveals meeting attendance trends.

Convention attendance will follow the economic curve. As income goes up, attendance goes up. If income declines, attendance will slip.

No matter which way the curve goes, number of meetings will increase and sales meetings will increase in number at a faster rate than associ-

ation conventions.

Banquets are here to stay and meeting planners will "design" future convention facilities.

These predictions, says Ernest Henderson, president, Sheraton Corp. of America, are based on Sheraton's evaluation studies to determine future





EXHIBITION HALL of Sheraton Park houses car display.



SAME HALL doubles as banquet room.



CONVERTS later to series of meeting areas.

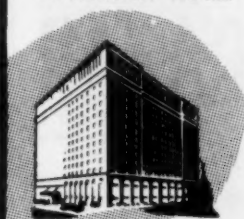
facilities. "It was our study of trends that prompted the creation of Sheraton Hall as part of Sheraton-Park in Washington, D. C. Every facet of design of this largest of hotel auditoriums and exhibit halls was based on projected needs of meeting groups."

Construction of The Sheraton, Philadelphia, now underway, is one of few hotels that has been geared completely to convention industry de-

velopment, according to Henderson.

Page Browne, vice-president in charge of sales and advertising, Sheraton, points out that meeting planners will see many changes in function rooms of the future. "Multi-purpose rooms will replace the ballroom in hotels," he says. "For instance, in Sheraton-Park's Sheraton Hall, this huge room can be divided for several simultaneous functions; can be con-

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verted into a theater with complete stage equipment; can seat 3,000 for meetings; or comfortably handle 2,000 at a banquet."

## Banquets to Stay

Banquets are not on the way out, according to Kurt A. Smith, general manager, Sheraton-Park. "Banquets have suffered from lack of imagination, and many organizations have tried to do away with them. But studies show that the pendulum is swinging back and banquets are becoming more elaborate. At the moment, we note a decided trend to more imaginative banquet menus, many with two wine courses to add a festive touch."

Banquets are a psychological factor, according to Browne. "People like to eat and the easiest way to please them is to give them something special in selection of foods and in the ceremonies that revolve around the meal."

## More Large Halls

You will see more and more large auditoriums designed into new hotels or added to old ones, says Browne.

"While new auditoriums will become part of convention hotels, it is doubtful that anything larger than Sheraton Hall will be built. Our food technology has not reached the point where a larger hall can be efficiently serviced for elaborate food functions. Until complete automation — perhaps some special cooking devices developed around atomic radiation — is a reality in hotel kitchen design, the 4,000-person banquet will not fit into a hotel."

Economics, as well as ability to service properly, will control plans for giant halls in hotels, Browne declares. Groups that want banquets for more than 2,000 are so few that facilities to serve them could not be amortized to offer an adequate return on investment.

## Potential Meetings

"Before building Sheraton-Hall," Browne reveals, "we made an exhaustive study of potential meetings that could use this new facility. Based on needs of more than 150 groups that could not find facilities they desire in Washington, D. C., we developed an outline of requirements for a new hall."

"Because Sheraton Hall embodies all that large-meeting planners indicate they need for future events —

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400-capacity banquet room, 8 meeting rooms.

based on an intensive survey — it is in reality a crystallization of convention trends," says H. M. Smith, assistant vice-president, sales.

### Special Control Room

"Many meetings are already incorporating more closed-circuit television broadcasts, so Sheraton Hall has a special radio-TV control room built in to survey the entire area from above," Smith explains.

Sheraton's closed-circuit television network now is available to 240 cities and offers compatible color pictures on screens up to 15 by 20 feet.

"On the lower level Sheraton Hall has 16,000 sq. ft. of space for exhibits. This exhibit area will handle 150 8' by 8' booths or 120 8' by 10' booths. Adjoining the exhibit area is 3,500 sq. ft. of storage space.

### Multi-Purpose

"The exhibit area is multi-purpose to conform to a variety of uses. It can be divided for simultaneous convention sessions along with a small exhibit area. Floor load of the exhibit area is 250 lbs. per sq. ft., capable of handling cars and trucks for display."

For a yardstick to measure your own meeting program, Smith offers Sheraton's findings — projections of current trends:

1. Association convention attendances will continue to climb. Increased membership because of added services and promotion will account for some attendance growth while population increases will add additional stimulus.

2. Any leveling-off or downward trend of our economy will cut into attendance at national meetings but will increase the number of regional meetings where travel expenses will be minimized. Meetings will actually increase in number because of greater need for more information and improved techniques.

3. Sales meetings will continue to climb at a faster rate than association conventions. Stiffening competition will necessitate better communications via meetings, and more inspirational meetings.

4. Because of growing productive capacity, American industry will be just a step ahead of marketing generally and incentive meetings will increase.

### Increase in Business

Because meeting planners will gravitate toward more functional facilities and tend to break traditional site patterns, Sheraton Corp. expects to increase its convention business substantially. Now more than 25% of its total business, conventions and meetings may soon account for almost 40% or more, says Smith.

The End

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DIRECT MAIL VALUE explained for insurance men with co-op, sound slidefilm.

## Co-op Plan Cuts Film Costs

Ten insurance companies are slashing training film costs with a new slidefilm participation plan.

Initiated by Transfilm, Inc., film producer and Reply-O Products Co., direct mail agency, both of New York City, plan permits participating companies to get tailor-made film for about 10% of what they would normally pay. Slidefilm stresses advantages of direct mail to obtain new insurance business.

Clients and Reply-O Products share costs of basic color slidefilm. About 90% of the film contains information and pictures common to all insurance companies that use direct mail. Reply-O Products pays about 30% of basic film cost and companies share the remainder.

Film is designed so alterations affect only 10% of the art-work and no part of the sound track. Slidefilm title is different for each company.

### Sales Promotion Tool

Film is sponsored by Reply-O Products as a service to its clients. Charles R. Choquette, assistant to president, calls the film "the most successful promotions we have ever done—and we've been working with insurance companies since 1933. By helping insurance company employees use direct mail more intelligently and effectively, we promote better sales of our own products."

Transfilm, Inc., who produced film and helped set up the participation plan, hopes to extend the basic idea to other industries. "The insurance film was first under this plan. We are working on others and have several in the fire now," reports Albert Boyars, public relations director,

### Pay for Changes

Companies then pay for substitutions of special slide frames (seven) which show gifts and promotional materials used by the individual com-

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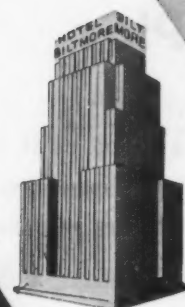
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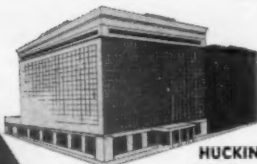
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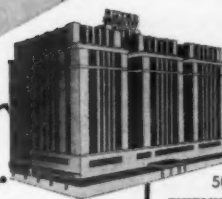
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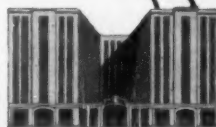
**BLACK**  
200 Rooms



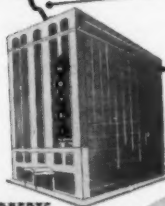
**HUCKINS**  
300 Rooms



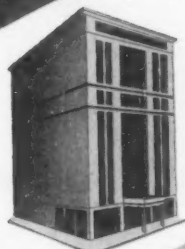
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## Exhibitor Committee: Instrument for Fair Play

It doesn't dictate to show management or replace it, but an exhibitor committee can improve show operation. It forestalls serious problems; grades up exhibitors and show.

BY ROBERT B. KONIKOW

Delegates to the annual conference of National Institute of Governmental Purchasing, a few years ago, found in their mailboxes an invitation from a company to visit a special exhibit that it had set up in one of the hotel suites.

This company, a well-known national organization, anxious to sell to NIGP members, had not taken space in the Institute's exhibit in the ballroom. This, naturally enough annoyed those companies that had done so. The NIGP had adopted rules to prohibit such hangers-on and side-shows—even regulated the amount of off-floor activity permitted exhibitors—but how can such rules be enforced?

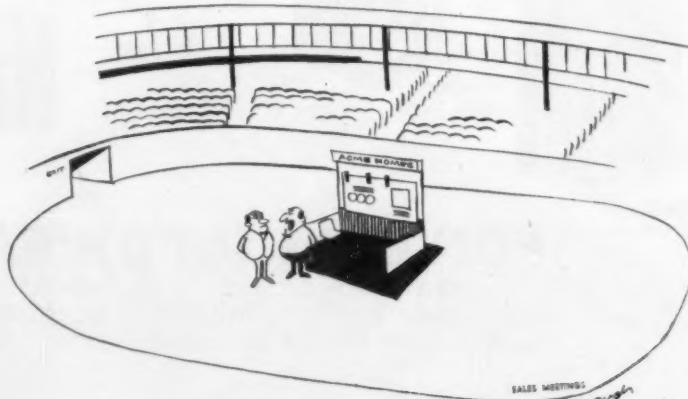
Usually this poses a problem, but here it was simple. Albert H. Hall, executive director, NIGP, merely dropped down to the exhibit floor and showed the invitation to the chairman of his Exhibitors Advisory Committee, with a quiet request that the committee take care of it.

The chairman looked around the

floor for some of his committee members, and in a few minutes a small delegation of exhibitors was on its way upstairs. A quiet and more or less friendly chat with the company representative and the matter was settled. The special exhibit closed within two hours; the company checked out of the hotel. Next year found it with an exhibit where it belonged—on the main floor.

This is just one of the benefits of a functioning advisory committee, and Al Hall, director of NIGP since its founding 10 years ago, and a two-term president of National Association of Exhibit Managers, insists that he wouldn't run a show without such a committee.

On the average, the committee has 12 members each year, although it has dropped to 10 and gone up to 15. It is not a show management committee, and this is an important point. Its function is advisory. It can make recommendations, and these are considered seriously, but final decisions, and the responsibility for



"You wait here. I'll go check those show dates."

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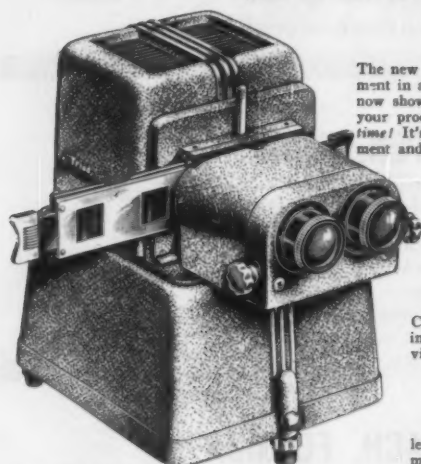


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**DALLAS**

their execution, remains with the show sponsor.

The advisory committee is active during the show itself. Men on the committee divide the show into sections, and each interests himself with a certain number of designated booths. Since there are rarely more than 10 for each committee member, it is not too difficult for one man to get acquainted with all the exhibitors in his section.

#### Offers Help

He introduces himself, offers what help he can, and indicates that he is anxious to get any suggestions or complaints, or to be called in if there is any problem. He pays particular attention to new exhibitors, or new representatives of old exhibitors, and makes sure they know how NIGP shows are operated.

In addition to making the newcomer feel at home, committee members keep show management in touch with feelings and attitudes of the exhibitors. Any dissatisfaction is promptly reported, rather than being allowed to smolder beneath the surface until it suddenly bursts into flames to everybody's astonishment. A bad situation can be corrected or adjusted. Even if no action can be taken, at least a full explanation can be made, and steps taken to prevent a repetition of the incident.

One of the committee's main functions during the show is to do what policing is necessary. In general, regulations are simple and acceptable to all exhibitors. Purpose is to increase the overall effectiveness of the show. For that reason, there is rarely any direct attempt to get around rules. Occasionally, however, an exhibit is handled by a company's local representative who, new to this show, is unfamiliar with accepted procedures, and tries to stretch the limits.

#### One Such Case

One such case occurred a few years ago, which involved violation of a rule regarding hours of hospitality suites. In order to keep things on a fair basis, and to give various sections of the program the required time, hours during which a company might keep open its hospitality suite were limited.

Local sales manager of one company ignored the rule, and put up signs in the lobby to invite delegates. It listed hours—far beyond the allowed periods—that his room, com-



plete with bar and buffet, would be open.

Exhibitors Advisory Committee had the signs removed, whereupon they were replaced. Next step was a visit by a delegation of three committee members. This got nowhere, as far as action was concerned, and the chairman reported to Show Manager Hall that the committee felt that the only alternative was to dismantle the company exhibit on the floor and to declare the firm ineligible for future participation.

With the approval of show management, the ultimatum was delivered. The exhibitor may have had some doubts as to whether the threat would be carried out, but he felt it wiser not to test the issue. The hospitality suite was closed within the hour.

Near the close of the meeting, which generally is a four-day affair, the committee had a short meeting with Al Hall and his floor manager. At that time, any comments from exhibitors are passed on to the Institute staff. Problems and difficulties that may have arisen are discussed. At the same time, individual committee members make suggestions for the following year's membership, based on the interest shown by the individuals with whom they have had contact.

#### Manager Selects Chairman

Chairman for the coming year is selected by Hall from among the members of the outgoing committee. This ensures some continuity, but he is usually the only carryover member. Of course, the chairman must work for a company that exhibits regularly, but this does not create too great a problem, since there are many such firms on the roster of NIGP exhibitors.

The rest of committee membership is not selected until after space allocations have been made. This is usually in April or May for an October meeting. Delay has been introduced so that there will be no semblance of pressure on renewing space contracts, nor possibility of favoritism in allotting particular space. Selection is made partially on recommendations of old committee members, and with the cooperation of the new chairman, but other factors are taken into account as well. In the main, there is an effort to see that committee membership rotates among exhibitors, with everybody given an opportunity to serve at least one term as soon as possible. But choice isn't based completely on sen-

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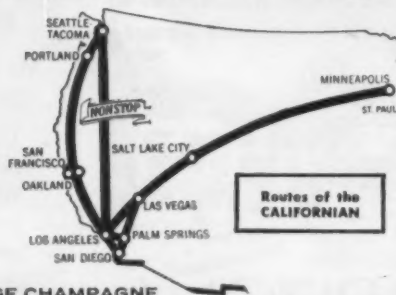
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## THE ONE HOTEL IN PHILADELPHIA DESIGNED FOR YOUR MEETINGS

Central Location—nearest to theatres, clubs, shops  
Air-conditioned meeting rooms — 11 modern rooms accommodating from 50 to 500  
Audio and visual equipment—these selling aids available for your meeting  
Ample parking facilities—adjacent garage for 600 automobiles  
Superior food and beverage—served in air-conditioned comfort—for dining and banquets

HOTEL **Sylvania**

BROAD and LOCUST STS. PHILA. 7, PA.

William H. Harned, Gen. Mgr.  
Louis J. Slattery, Sales Mgr.; Fred Lehman, Res. Mgr.



PEnnypacker 5-7200

iority. Sometimes a new exhibitor is asked to serve on the committee when it is felt that he will bring a new viewpoint to the group, or he represents an industry that is new to this show.

Another meeting of the committee is held about one month before the show itself, and in the same hotel. This is a luncheon gathering, to which are invited not only committee members, but officers of NIPG and community leaders. At this luncheon ideas are exchanged on an informal basis, and at a special post-luncheon meeting of the committee itself, tentative conference plans are outlined, facilities of the hotel are inspected and proposed arrangements are discussed. Frequently this outlining of plans before an exhibit-wise group has brought up changes that have resulted in substantial improvement and a better show without interfering with basic arrangements.

Next meeting of the committee takes place as the first event on the conference program, usually at Sunday noon. It is a joint meeting of NIPG Board of Directors and Exhibitors Advisory Committee, and is followed by a joint buffet luncheon, and has always been a pleasant affair.

## No Cure-All

An exhibitors advisory committee, such as has been established by NIPG, is not a cure-all for all show management headaches. Problems have occurred and will continue to occur at any event as complicated as a trade show. But the committee—and more importantly, the philosophy behind—can establish an atmosphere that is conducive to problem-solving rather than to building up clashes of companies and individuals.

It is all tied together. To superimpose a committee structure on top of a fundamentally uncooperative management would be futile. So perhaps it might be worth examining the NIPG approach to its show.

While it likes to make profit from its trade show—and confidently expects to continue in the black — money-raising is not its prime purpose. Its organizational motto is "More Value for the Tax Dollar," and that implies that its members, who buy for cities, counties, states and other government agencies, should have a sound knowledge of products they buy. Face-to-face meetings in the atmosphere of a products exhibit at a conference is one of the ways of achieving that knowledge. Exhibitors are there as a service to

# LITTLE ROCK!

*... ideal sales meeting city*

Get the gang together in Little Rock and they'll go home pleased and happy . . . Excellent rail service in 10 directions—served direct by American Airlines, Braniff, Delta-C & S and Trans-Texas Airlines—a central location that saves time and miles.

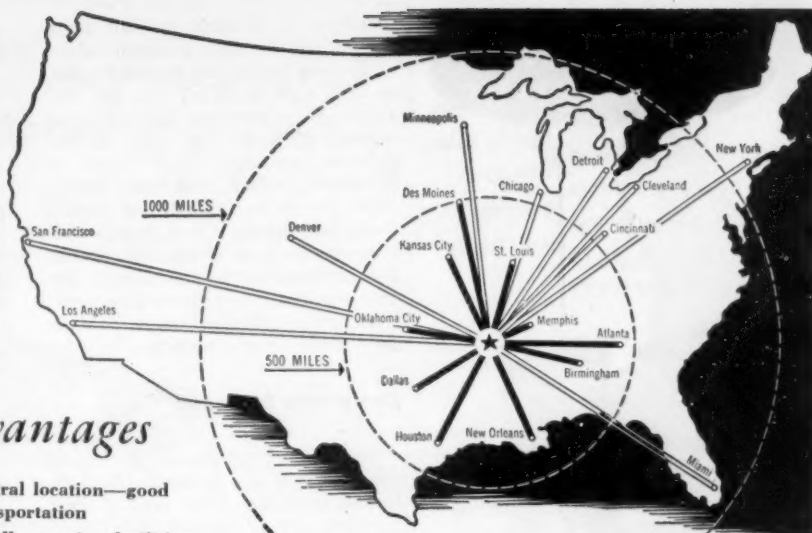
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| ✓ Modern hotels                        | ✓ Central location—good transportation |
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THE LAFAYETTE • THE ALBERT PIKE**



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ized to fit

**your convention**

- Grand ballroom with no view-obstructing columns . . . seats 2,000 at meeting, 1500 at banquets
- Five other individual meeting rooms for smaller groups of 50 to 500
- 12,000 square feet of exhibit area
- Monitored air conditioning throughout
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- 1000 de luxe guest rooms immediately adjacent

**THE CONVENTION HOTEL  
IN THE HEART OF  
MIAMI BEACH . . .  
THE CONVENTION CITY!**



Business group of ten, or king-sized convention of thousands—(or even nation-wide millions through our closed-circuit television)—the Seville offers complete flexibility of accommodations with utmost hospitality and convenience!

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**OCEANFRONT**

**29th TO 30th STREETS • MIAMI BEACH, FLORIDA**

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Completely Air Conditioned

Guest Room Television

Family Rate Plan

12 Meeting Rooms for  
groups of 12 to 1,200

Center of Dallas

1,250 Rooms

2 Restaurants

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Write for  
your copy of  
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FACTS ABOUT  
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800 OUTSIDE ROOMS  
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UP TO 400 FOR MEETINGS  
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Wm. H. Chalmers, General Manager

members, in addition to their natural interest to make eventual sales.

To keep the exhibit within bounds, so that each exhibitor can get sufficient attention from delegates, the number of booths has been limited. A few years ago NIGP Board of Directors decided that they should never try to expand into an armory show, but should stay in hotels with a usual limit of about 120 booths. No exhibitor is allowed to rent less than one booth, nor more than three. This prevents domination of the show by a handful of companies.

## Companies Screened

In addition, companies are turned down if they are primarily local or limited in their trading area, if their products are of limited interest, if their motives are primarily to be nice to host officials, or if their ethics are deemed to be of doubtful character.

This policy has been carried out firmly, even in those years when the revenue from another booth or two would have come in handy. As a result, exhibitors have looked upon the NIGP show as a good market place for their wares.

The conference program is designed to leave adequate time for careful visits to booths, and delegates are urged to spend enough time on the floor. There is an understanding, and one that is justifiably held, that show management is legitimately interested in helping exhibitors,

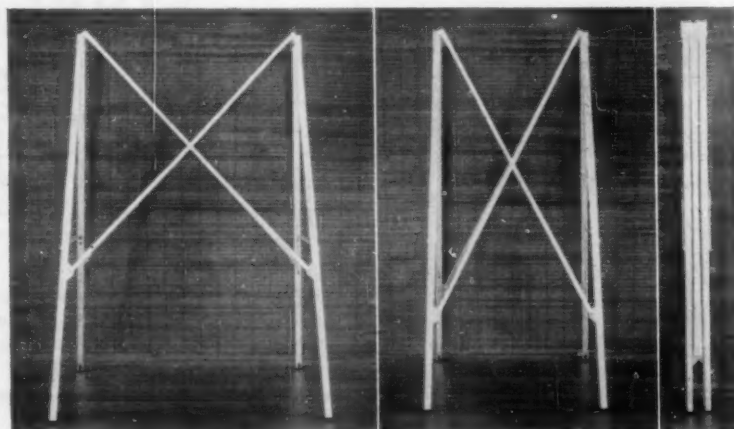
not trying to squeeze them for what the traffic will bear.

This friendly cooperative attitude is carried out in relationships with exhibitors as individuals. All exhibitors—and their wives as well, if they attend—are invited to be part of all convention activities. For example, a regular Sunday feature of the meeting is ladies' brunch, paid for by NIGP. Wives and daughters of delegates are invited, a frequent practice at conventions, but here ladies of exhibitors are also invited as NIGP guests. Luncheons, dinners and other social activities are open to exhibitors through the purchase of required tickets. While no pressure is placed on exhibitors to buy tickets to these events, every effort is made to assure them that they are welcome.

## Contrast

This is in contrast to some shows where representatives of exhibiting companies are made to feel somewhat outside the pale. They are on the fringe of activity, can see what is happening, but are never permitted to join in.

Position of NIGP is reflected in this statement taken from one of its letters to exhibitors: "The NIGP Conference and Exhibit offers to each exhibitor a total opportunity for his sales effort. Not only does the exhibitor meet the delegate in his booth, but he also meets him in a social and professional atmosphere." **The End**



This **EXPANSION EASEL** is the newest addition to our famous family of all aluminum Oravisual easels. It will expand to any desired width up to 44" and hold ten times its own weight in large charts, display boards, etc. Height 6 ft. Folds small for storage. \$42.00 F.O.B. Factory.

Other models available. Write for Catalog.

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## make your convention a personal triumph

You'll get credit for planning the most successful convention in the history of your organization, if you hold it at the Hollywood Beach Hotel and Country Club.

Physically, it is the most efficient, the most completely equipped, the most luxurious convention headquarters in America. And, from the moment you indicate your interest, the experienced staff of the Hollywood Beach Hotel gives you expert, individualized help in integrating every detail of your convention program.



- 45,000 sq. ft. of meeting and dining rooms on one floor
- New Mayfair Room to accommodate 2,000 at meetings, 1,500 at dinner
- Night club lounges, T.V. rooms and complete cinemascope theatre
- Completely air-conditioned, refurbished, redecorated
- 1,000 ft. of private beach, olympic pool and cabana colony
- 18-hole championship golf course, 4 tennis courts
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This FREE BOOK will help you. Includes blue prints, full-color photographs of facilities, list of equipment. Write for it today.



JOHN W. TYLER, Manager

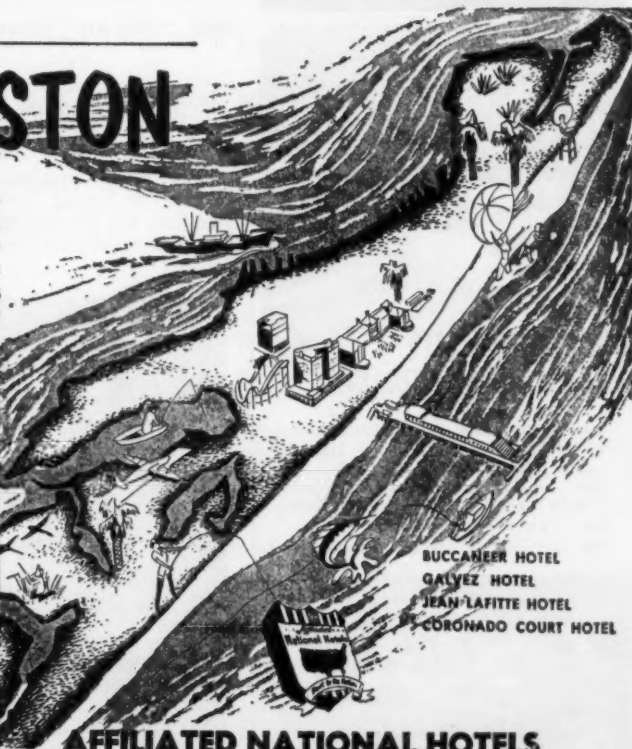
JOHN F. MONAHAN, General Sales Manager

## Put PLEASURE on your program

# Choose GALVESTON

Your delegates will love the tropical atmosphere of Galveston, Texas, a sparkling island in the Gulf of Mexico. Air conditioned resort hotels on the beach, luxurious private swimming pool, abundant fishing, golf courses and tennis courts and 32 miles of beach for swimming and sunning.

In addition to hotel meeting rooms, the fabulous Pleasure Pier has 36,000 sq. feet of exhibit space and an air conditioned dance room, ideal for meetings, banquets and dances.



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HOTEL WASHINGTON	Washington
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JUNG HOTEL	New Orleans
HOTEL DESOTO	New Orleans
<b>NEBRASKA</b>	
HOTEL PAXTON	Omaha
<b>NEW MEXICO</b>	
HOTEL CLOVIS	Clevis
<b>SOUTH CAROLINA</b>	
HOTEL WADE HARTFORD	Columbia
<b>TEXAS</b>	
HOTEL STEPHEN F. AUSTIN	Austin
HOTEL BROWNWOOD	Brownwood
HOTEL BAKER	Dallas
HOTEL TRAVIS	Dallas
HOTEL CORTIZ	El Paso
HOTEL BUCCANEER	Galveston
HOTEL GALVEZ	Galveston
HOTEL JEAN LAFITTE	Galveston
CORONADO COURTS	Galveston
<b>VIRGINIA</b>	
HOTEL PLAZA	Lanado
HOTEL LUBBOCK	Lubbock
HOTEL FALLS	Marlin
HOTEL CACTUS	San Angelo
HOTEL HUNGER	San Antonio
ANGELES COURTS	San Antonio
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Television or radios in guest rooms

COMPLETE CONVENTION FACILITIES COMBINED WITH RESORT PLEASURES.

No "ups"  
No "froms"  
Unique in the U.S.A.

## THE BELMONT PLAZA'S ONE RATE PLAN

the revolutionary room plan  
that's the talk of the travel-  
ing public!

- Every single room, with  
private bath... **\$885**  
now
- Every double room, with  
private bath... **\$1085**  
now
- Every twin bedded room,  
with private **\$1285**  
bath... now

On New York's smart East  
Side, opposite the Waldorf-  
Astoria. Easy parking. 800  
new rooms magnificently  
decorated. New Belmont  
Room, restaurant, bar and  
lounge.

A GREAT HOTEL... NOW A ONE-RATE HOTEL

THE **Belmont Plaza**

LEXINGTON AVENUE  
49th TO 50th STREETS  
Plaza 5-1200



*Your*  
**CONVENTION SITE**  
*of the Deep South*

Everything under one roof — meeting  
rooms for small, Regional or large Na-  
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ities. Beach — swimming pool — private  
18-hole championship golf-course — dan-  
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We specialize in personalized attention!

Inquiries appreciated and promptly  
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OVERLOOKING THE GULF OF MEXICO  
midway between GULFPORT & BILOXI

**Edgewater Gulf HOTEL**  
EDGEWATER PARK, MISS.



TOWN 'N COUNTRY was the theme so top hats (for town) and straw hats (for coun-  
try) were distributed to everyone in the audience of CAE DuMont meeting in Canada.

## Home-Grown Talent In Lieu of Cash

With high hopes, but low budget, Canadian Aviation Elec-  
tronics, Ltd., discovered how to mix professional talent  
and company people. Its theatrical session cost just \$533.

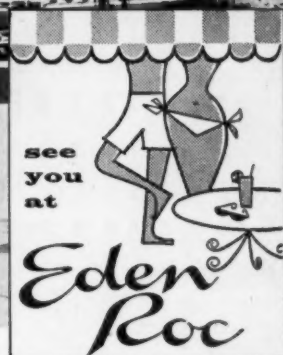
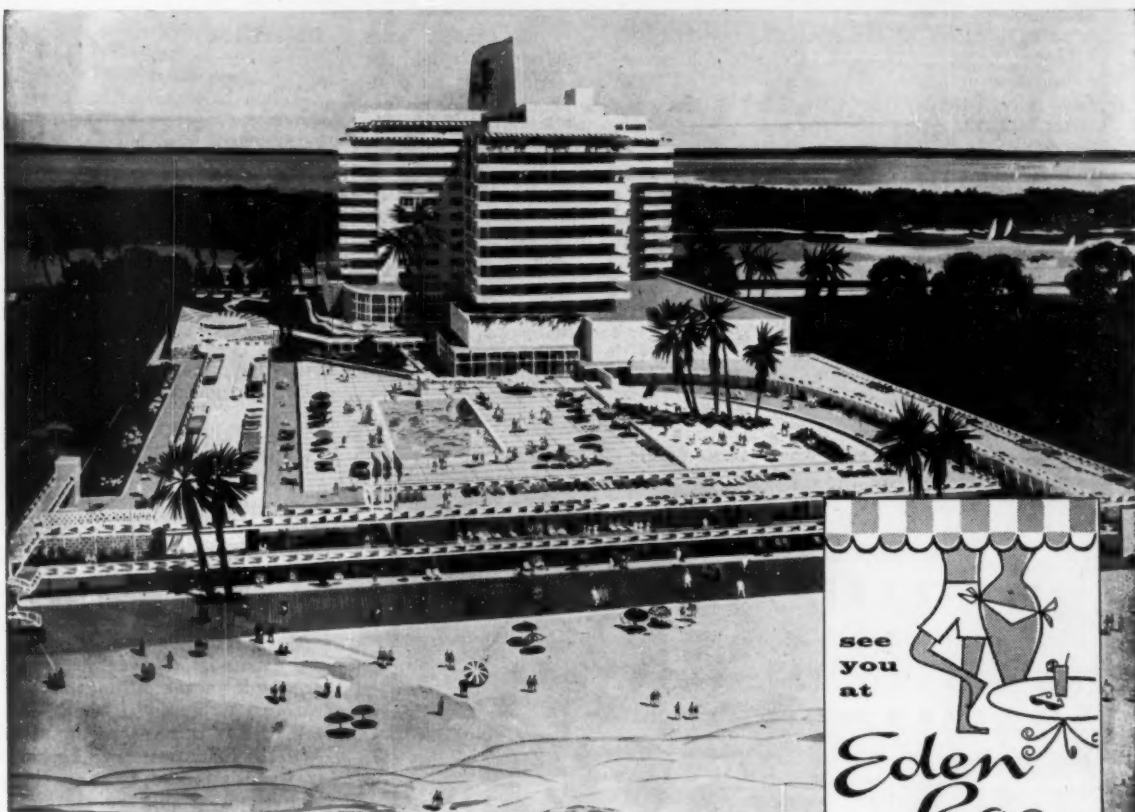
So you've read all the rules for suc-  
cessful sales conferences. You know  
all about change of pace, surprise,  
need for establishing informality, de-  
sirability of having a theme. You  
appreciate the heartening effect of a  
display of eye-pleasing femininity and

advisability of using recorded sound,  
films, what have you. *You* are con-  
vinced. Can you convince the guy  
who has an iron grip on the com-  
pany's purse strings?

Consumer Products Division, Ca-  
nadian Aviation Electronics, Ltd.—



PROFESSIONAL ACTOR (in air) takes part in skit as agency art director whose idea  
has been accepted. Ad agency and company executives make up rest of show cast.



## speaking of Conventions...

you'll have more fun and get more done

### ALL THIS IS YOURS ... FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations ... to seat any size meeting from 24 to 1600!
- Monitored air conditioning
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- Underground Parking Garage
- 400 luxuriously appointed guest rooms

### ALL THIS — PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Bacchus Bar • Harry's American Bar • Mona Lisa Dining Room
- Fabulous entertainment nightly in the unparalleled Café Pompeii!

### A whole new world for your convention

ROBERT H. WHALEN, Director of Sales

GEORGE E. FOX, Managing Director

SEND NOW FOR COMPLETE  
CONVENTION BROCHURE ...  
blueprinting complete plans and details

see you at

# Eden Roc

hotel, cabana & yacht club

ON THE OCEAN AT 47th STREET • MIAMI BEACH, FLORIDA



Canadian licencees of the Allen B. DuMont Laboratories—was about to embark on its most ambitious program since entering the Canadian market in 1952. More television sets were to be produced—accompanied by definite changes in sales policies and programs.

### Must Reflect Market

With branches and distributors from coast to coast, basic overhead costs (transportation, hotel accom-

modations) for the national sales conference in Montreal would be high. Yet a meeting built on principles of slick showmanship, on excitement, surprise, and perfect timing was considered a must by General Sales Manager Norm Skier, in charge of preparations. "Conference should build enthusiasm among distributors and branches—to drive them on to increased and more efficient efforts and to impress them with the progressive thinking of management." In short, the conference had to be expressive of a definite change in marketing.



## America's Informal Business Capitol

The Greenbrier's new West Wing offers groups up to 1000 the finest and most modern meeting facilities to be found.



The auditorium, the theatre, and various-sized smaller meeting rooms provide complete privacy and air-conditioned comfort for all types of functions. The latest P.A. systems, stage and movie equipment (including a CinemaScope screen in the theatre) are available. Attentive service is, of course, axiomatic at America's leading resort hotel—The Greenbrier.

*Special all-inclusive Group Rates Through February 29, 1956.*

*The Greenbrier*

For complete information, address:  
DIRECTOR OF SALES

WHITE SULPHUR SPRINGS,  
WEST VIRGINIA

Or inquire of Greenbrier offices in:

New York, 17 E. 45th Street, MU 2-4300  
Boston, 73 Tremont Street, LA 3-4497  
Chicago, 77 West Washington Street, RA 6-0625  
Washington, D. C., Investment Bldg., RE 7-2642  
Toronto, 80 Richmond Street, West, EM 3-2693

### Objectives

When Skier called his conference committee together for the first time, he presented it with a list of specific objectives which had to be attained. These were:

1. Presentation of the new line of television sets.
2. Explanation of technical advances and design.
3. Announcement of changes in sales policies.
4. Presentation of advertising and sales promotional program.
5. Introduction of new trade name.

A ready made theme provided a promising framework—"CAE DuMont Town 'N Country" television. The conference was divided into two parts: part one, "Town 'N Country" presentation; part two, technical and sales meetings. Part one was to be held in Montreal. Part two, in the country—at a nearby mountain resort. "Let's bowl them over and go into details later," was the approach taken. It meant putting on a concentrated professional show—or at least a show that *looked* professional—on the first conference day in the city, and informal meetings in the country for detailed discussions on the second and third days.

### Talent from Within

Two and a half hours may seem too short a time to cram all program points into, but it can stretch interminably when you want to program it in a way that will keep your audience interested. So a general alarm was sounded for ideas and talent inside the organization—for a very good reason. There wasn't enough money available for too much outside help. A professional show—but a definite restriction on the use of professional talent! It seemed like a tall order.

Response to the company's idea and talent hunt was good. The advertising manager saw an opportunity to realize a long cherished dream: individual presentation of television sets. The public relations manager, with a background in radio and theater production work, welcomed a chance to utilize his experience. The personnel manager, a home recording enthusiast, volunteered to provide background music and sounds. Members of the sales department were assigned to stage management. Men from the production line had some fine ideas about props. The general sales manager



offered quite a few ideas on the proper way to present technical information to a non-technical audience.

### Plenty of Rehearsals

All offers were accepted and a dash of professional talent was then added to the amateur brew. Two models and one professional actor to play the most difficult part in a skit, and an outside display firm to design the stage and background were hired. Plenty of rehearsals—most of the crew moved into the hotel where the show was taking place two days ahead—rounded off rough edges and established a stopwatch tempo.

On presentation day distributor notebooks were taboo. "Look and listen," advised Norm Skier. A comprehensive booklet had been prepared in which details concerning all matters of interest to distributors, branches and their sales staffs were discussed. This was for use during individual sales conferences scheduled for the second and third days. Activities of the first day were meant to impress and to entertain only.

### Professional Announcer

A sales presentation recorded by a Montreal radio announcer opened the show and established the professional atmosphere. Underlined by musical inserts, it built up a receptive mood, climaxed by the appearance of Miss Town and Miss Country. The ice was really broken with the distribution of silk hats and straw hats.

Cartoons were used to illustrate technical features and basic changes in chassis construction. Skier realized that a television set is a pretty static thing to build a show around. TV sets were put on doilies and rolled out of the wings alternately by Miss Town and Miss Country—dramatically lighted and accompanied by fanfares, drum rolls and excerpts from popular songs (courtesy of Personnel Manager Hugh Greene, sweating out his cues in the background.) Products proved to be a highlight of the show.

In little more than an hour, the new line of sets were shown and explained from both technical and sales ends. This part of the show was entrusted to CAE DuMont's agency, James Lovick Co., Ltd.

### Introduce New Man

Lovick had just put a new man on the CAE account. What better way to introduce him than by means

of a skit which gently lampooned both his clients and his new job! The skit, "Agency Antics," written and directed by Public Relations Manager Edgar Sarton, relied on amateur talent with the exception of one professional actor. Everybody else played himself.

Tape recorders played jokes instead of agency sales presentations—scantly clad girls carried in layouts as an example of Lovick's methods of psychological influence—jingles were sung over telephones—copy was literally thrown out the window and

CAE DuMont's fixed advertising ideas were none too gently taken apart. Notwithstanding the antics, the idea got across that preparation of a full-blown advertising and sales promotional campaign takes some doing and demands cooperation from a lot of people.

When William Walsh, the agency account executive, walked straight out of the skit to go into his presentation, he felt he had the sympathy of the audience which, he said later, helped him to do a real bang-up job.



Northwest's convention staff will relieve you of details . . . contact delegates, give all information. Complete service includes pre- and post-convention tours, side trips and special half-fare arrangements for families.

Luxurious Stratocruisers or low-cost Air Coach brings delegates refreshed and ready for participation. Only Northwest serves cities coast to coast, Hawaii, Canada, Alaska and the Orient.

Contact any Northwest office or . . . Convention Bureau, Northwest Orient Airlines, 1885 University Avenue, St. Paul 1, Minnesota.

#### BOOST SALES WITH AIRVENTURE INCENTIVES

Salesmen go all out for SALES when the prize is a free air vacation. Write for information on how to promote this sure-fire motivator.



## NORTHWEST *Orient* AIRLINES

Short route to the Orient

## Designed for Business with Pleasure



### *Casa Blanca Inn*

SCOTTSDALE, ARIZONA  
(10 miles from Phoenix)

Luxurious accommodations for small groups. Guest rooms for 90 people. Dining room and cocktail lounge for 150. Private 2800' landing strip for planes.

Our courteous and solicitous staff plans everything for the effectiveness of your business meeting and the pleasure of your visit.

Recreational facilities include a heated swimming pool, our own stables, golf at Paradise Valley Golf Club nearby.

Group rates are moderate.

Royal W. Treadway  
President & General Manager

## the *Jefferson*

ATLANTIC CITY, N. J.

hotel

### Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson. . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- **UNEXCELLED LOCATION** —in the heart of the resort, convenient to railroad and bus terminal.
- **BANQUET ROOM** — seating 1230 persons.
- **SEPARATE MEETING ROOMS** accommodating 35 to 350 persons.
- **EXHIBIT SPACE** of over 13,000 square feet.
- **SOUNDPROOF, AIR-CONDITIONED auditorium.**
- **468 COMFORTABLE ROOMS** in the Jefferson and its sister hotels.
- **EXPERIENCED STAFF** to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.



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Atlantic City's Newest & Finest  
Completely Air Conditioned

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ALL THE  
SERVICES OF  
A  
GREAT HOTEL

Beautifully decorated Rooms and Suites, with Radio and TV available—Swimming Pool & Health Club—Meeting Rooms—Banquet Rooms—Parking  
E. TALL COMMANDAY, Mgr.

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TELETYPE—L. A. 1786

## THE HOLLYWOOD KNICKERBOCKER

IN THE HEART OF HOLLYWOOD, CALIFORNIA

### Now They're Taking Wooden Nickels!



Actual Size

Wooden nickels may sweep the country and Uncle Sam doesn't care! The coins, plainly marked "wooden nickel," are used as slogan reminders and giveaways at sales meetings and conventions. Company slogan or sales message is imprinted on back of the nickels—serving both as ads and take-home souvenirs.

Manufactured by Wendell-Northwestern, Inc., Minneapolis, wooden nickels are the brainchildren of a Midwestern town that distributed 20,000 as a stunt to raise money for a centennial celebration. The idea has spread and the big nickels are now used, in addition to convention giveaways, for mail and handout promotions, premiums and lucky coins.

Fast tempo maintained throughout the show impelled invited speakers to stick to their allotted time so that the show ended only two minutes later than planned.

During the annual banquet, about six hours after the presentation, newsboys distributed special printed bulletins giving the CAE DuMont story with photos of the morning's proceedings.

Imaginative resources of the participants and organizers kept the budget low. Costs were:

Stage and background and display	\$220.00
Models	120.00
Announcer	25.00
Actor	40.00
Costume rental	30.00
Dollies, other props	91.00
Straw, silk hats	27.50
<b>Total:</b>	<b>\$553.50</b>

The meeting accomplished not only an impressive showing of the new television line as originally planned, but left the company with a well-knit team ready to tackle any other similar assignment. The End

SM/JANUARY 1, 1956

# Caravans to Probe Deeper Into Markets at Lower Cost

Two operational methods used by building materials caravans to get exhibit exposure before largest concentration of buyers. Exhibits travel together in special vans.

Building materials exhibitors are using one of the oldest marketing tools known to man—caravans—for deeper market penetration. Exhibit costs are cut and conflicting show dates, in addition, are held to a minimum by modern caravans.

The modern caravan idea itself is not new. Individual manufacturers have used traveling exhibits for years to reach prospective customers.

Two separate building materials caravans, one on tour, the other starting soon, however, mark new trend in exhibiting. *Competitive* displays are pooled and travel as a single unit on organized schedule. Traveling in specially designed vans, caravans visit conventions and shows at an exhibit cost for each showing far below that paid by individual exhibitors. Lower costs are made possible by sharing exhibit production, handling and transportation expenses.

Producers' Caravan is sponsored by Producers' Council, Inc., organization of building material manufacturers. Handled by General Exhibits and Displays, Inc., Chicago, it started on tour last September. By April, the caravan will have visited 36 cities and covered 25,000 miles. Forty-five building material and equipment exhibits, representing 41 companies and two associations, make up the \$200,000 caravan.

The other caravan, also devoted to building materials, is sponsored by Building Materials Exhibitors Assn. BMEA caravan, directed by Gardner, Robinson, Stierheim and Weis, Inc., Pittsburgh, will start Jan. 7 and visit 10 conventions of Retail Lumber Dealers by March 28.

Interesting sidelight: both groups use caravans with slightly different marketing techniques. Producers' caravan, in a try for more concentrated coverage is staging its own show in each city, instead of exhibiting at established trade shows. Caravan will be the star of the show at every stop, with no competition from other exhibits. Displays are set up at scheduled hotels and auditoriums.

This caravan is sponsored in each city by Producers' Council chapters. Chapters do advance promotion with materials supplied by parent council. Chapters pay for entertainment, secretarial services and postage. Some pay costs themselves while others assess exhibitors in caravan. (Parent council has asked assessments be kept to minimum—usually about \$20 for each exhibit.) The 1955-1956 caravan is Producers' Council's second such venture.

BMEA caravan will visit only retail lumber dealer conventions. While BMEA will compete with 200 or more other exhibits at shows this year, plans are being made to "themize" future caravans at conventions. Next year caravan hopes to rent block of space instead of individual exhibit spaces.

BMEA doesn't have to worry about attendance promotion; conventions provide a ready-made audience.

Both groups are trying, by somewhat different techniques, for deeper market penetration.

Producers' caravan can spread out its exhibit impact and reach more people by visiting 36 cities instead of just one convention, in one city. Officials feel exhibits will generate more interest if they go to architects, contractors and builders and not wait for them to come to the exhibits during their annual convention.

Another advantage: Visitors have more time to evaluate sales message than they do at conventions or trade shows. This year, the caravan features new exhibits that advocate modular materials. Council has long touted use of modular measure—standardized sizes that would make building materials by any manufacturer interchangeable with any other. While modular measure has been gradually gaining acceptance, Producers' Council hopes to speed up process with modular material exhibits.

BMEA caravan will visit 10 regional conventions which enables exhibitors to reach thousands of lum-



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ber dealers who might not attend a national convention.

By operating on an organized schedule, caravans avoid conflicting show dates and there is less danger of delay or misplacement of exhibits in-transit.

One of the largest savings cooperative caravans offer is in production of exhibits. Module displays—parts are interchangeable—are mass-produced, cutting production costs.

Because some parts are interchangeable, erection and dismantling costs at exhibit sites are slashed. Super-

vised local labor can set up the exhibits quickly.

BMEA exhibits will be 10 ft. wide, 8 ft. high and 3 ft. deep. Standard display unit consists of 6 ft. by 4 ft. box framed, masonite panels, flanked by a 7 ft. by 4 ft. reverse framed side panel. Two 3 ft. by 6 ft. folding panels are mounted on either side of display. Header is illuminated fascia of white plastic.

Display treatment for each exhibit is different. Displays are individualized by use of color, lettering,

transparencies, models and product samples. Displays are designed by builder who can keep a master check to be sure no two displays are alike. Of course, exhibitor must okay final designs. Special display treatment is permissible at extra cost.

Oversize vans keep transportation costs low. Vans for each caravan are virtually traveling warehouses.

Producers' van, built by Bartlett Trailer Manufacturing Co., took months to engineer and build. Special padded framing keeps in-transit damage to a minimum. Each of the 45 exhibits has its own little niche built into the trailer. Crating and packing, a time and money consuming operation, is eliminated. Special compartments and shelves hold product samples and models. Four doors, on three sides, enable van to be unloaded easily in almost any location.

BMEA officials say their van will be a traveling billboard. Bright lettering on sides of trailer will list names of all participants. Advance men for caravan will try to arrange with local police to have van parked close to convention site for added publicity.

Allied Van Lines won job of moving both caravans. Allied driver is accompanied, in both cases, by ex-



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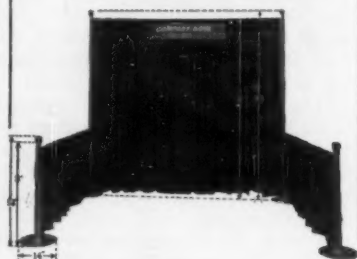
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hibit mechanic and a caravan manager, making a permanent three-man complement.

Caravan manager is in charge of moving caravan into convention site and arranging to set up exhibits at the convention. Two BMEA caravan men will go ahead of the caravan to make advance preparations.

Exhibit mechanic will keep check on exhibits and make any necessary repairs before exhibits open. During show BMEA men check each exhibit. After show, men submit written reports to home office on number of visitors or any other information requested by exhibitors. Home office then mails copies to exhibitors. This gives the exhibitor a double check on his displays.

An item of expense eliminated in BMEA caravan is furniture rental. Three folding aluminum chairs and an ashtray are provided for each exhibit. Rugs or additional decorations are paid for by the exhibitor as extra cost.

After exhibitor pays fee, his only responsibility is to provide personnel at each stop to man the displays. All the other work is done by the caravan. Exhibitor's personnel can come in on opening day and go home as soon as the convention or show closes. Ordinarily personnel

must come into town days before exhibit opens to set up exhibits and take them down again.

Caravan personnel check after show and see that all literature requests are mailed to exhibitor.

Exhibits in BMEA caravan costs average \$275 an exhibit at each show on BMEA's itinerary, plus space rental fees which exhibitor pays. Production of basic structure costs \$1,000, with display treatment adding another \$1,000. Transportation and other costs average \$750 for total cost of \$2,750 for each exhibit.

Producers' caravan fees cover all costs since Producers' Council makes hotel and auditorium arrangements.

While a relative newcomer to exhibiting scenes, cooperative caravans look like they are here to stay. This is Producers' caravan's second year.

With the 1956 caravan not yet on the road, enthusiastic Building Material Exhibitors officials are already planning two caravans for 1957 to cover complete schedule of retail lumbermen's conventions, according to Richard G. Breeden, Jr., secretary-treasurer. The End



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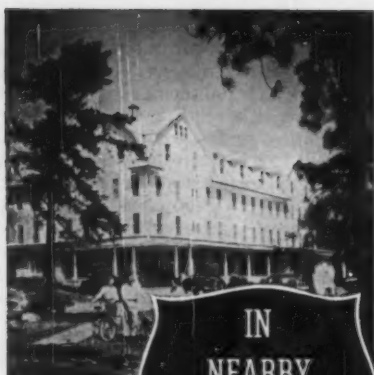
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FIRST STEP in sales clinic is to acquaint prospect with products and their function.

## Break Into New Area with Clinic for Prospects

If you're looking for a way to reach a wide range of prospects with a personalized service approach, try sales clinics, advises Hunter Photo Copyist, Inc., Syracuse, N. Y.

Clinic technique, recently adopted by Hunter, has already increased sales for its photo-copying machines in the Boston and Chicago areas. These are some of the advantages Hunter sees in clinic selling:

1. Invitations to clinics screen the audience; only those interested attend.
2. Complete demonstration — best method for selling photo copy machines—can be made before an attentive audience, free from telephone calls and other business-routine interruptions.
3. Sales talks can be concentrated; on-the-spot solutions worked out for individual prospects' problems.
4. A complete line of machines, many of which cannot be moved to prospects' offices, are shown in use and under controlled conditions.

Hunter has found the sales clinic especially effective as a quick introduction (company name, local office, products and sales personnel) to a new area, and as a stimulant in a region where sales are off. The company's role of host helps to make this introduction stick. A guest registry

provides an excellent prospect list for follow-up calls. New prospects as well as old accounts see the latest equipment in action.

Recently the Hunter Company opened a sales office in Boston. Sales heads got together, planned a five-day sales clinic to be held in the heart of the new territory.

Initial step taken by home office sales manager and branch sales manager was to define the area of operation and audience desired. They focused on metropolitan Boston and surrounding area within driving distance.

To recruit an audience within that area, all home and branch office prospect lists were analyzed. Additional lists of purchasing agents, office managers, engineers and draftsmen were obtained from the outside. Completed Hunter list for the Boston clinic was an exhaustive one, totaling 22,600 names of business people in the area.

A large demonstration suite was rented in a downtown hotel for the week of the clinic. Clinic hours: 10 AM to 9 PM, Monday through Friday.

Next, advertising agency for Hunter was called in to design a self-mailing invitation, giving facts of the clinic in a fast, light style and plugging the clinic theme, "Solutions for All Copy Problems." The com-

pany was identified by its local branch in the role of host.

Invitations and prospect lists were turned over to a letter mailing service in Syracuse for final addressing and posting. Schedule called for the mailing to go out one week in advance of the clinic's opening.

### Publicity to All Media

Publicity stories of the event were released to the area newspapers, radio and television stations and business publications. A display advertisement to announce the clinic was prepared for the business section of local papers for three days prior to the clinic. Local office personnel started a talking campaign among contacts to stimulate interest and attendance. Hunter machines from local display rooms were transferred to the hotel suite.

Preliminary steps completed, the plan moved into the second phase—the show itself.

Headquarters sales manager went to Boston to join local branch manager and sales force of three men. Initial step was to display six photocopying machines and materials on long tables—spaced so that there was ample room around each machine for demonstrator and audience.

Each clinic guest was greeted by a Hunter man. A friendly chat identified the prospect and his interests and needs in the photo copying line. The visitor was then given a brief description of each machine, with emphasis

on performance. Demonstrations of the machines followed. Procedure was first to give demonstrations on all the machines to show how each should be used, then to work on whatever copy problem the prospect might present.

Guests were encouraged to examine and run machines under the demonstrator's guidance and to talk about and seek a solution for their copying problems. Before leaving, each guest signed the registry and was offered any additional help Hunter might provide. Attendance was particularly heavy at the noon hour, and from late afternoon to the clinic's closing.

At week's end a complete survey of the operation was made. Hunter Photo Copyist paid a total cost of \$2,298.22 for the clinic. Breakdown: printing 25,000 one-sheet mailer invitations in two colors, \$735.29; obtaining outside mailing lists, \$541.52; addressing 22,600 invitations, \$505.25; postage, \$338.16; permit, \$10; suite rental, \$90; sales manager's travel and hotel accommodations, \$78.

Analysis showed that nearly 5% of those invited came to the clinic. Many excellent contacts were made and the new Boston branch office, its people and its products, were introduced to a large number of interested prospects who had a genuine need for photo-copying equipment. Name of Hunter was widely spread in a few days' time. Fresh lists of prospects were compiled for future calls and the doors of many Boston businesses were opened for Hunter Photo Copyist salesmen.

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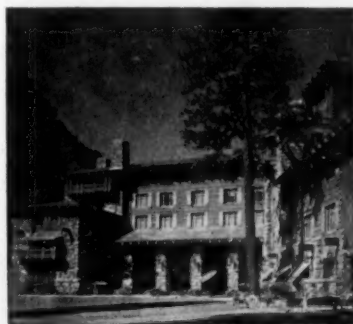


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**TV Meetings Mean Timetable Vigil**

(continued from page 21)

long shots and moving people around in front of the lens; but the speaker must do his part by preparing a talk that incorporates the use of visuals of all kinds. Film clips, slides, charts, photographs, demonstrations, interviews—anything that will relieve the monotony of the ever droning voice—are to be thought of while the

speaker is planning his talk so that these devices will become an integral part of his material. Nothing is worse than a static, motionless delivery.

As coordinator of a program that utilizes amateur talent, you should assign to each speaker a TV-conscious writer. This writer must sit down



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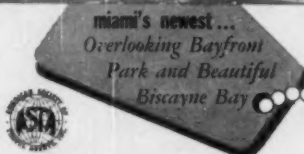


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SM/JANUARY 1, 1956

with the speaker and assist him in formulating his ideas. By assisting him from the ground up, the experienced writer can introduce the many public-speaking devices, some of which were enumerated above, that will do so much to make the talk "come alive."

### Visuals Reinforce

In this way, these devices become an integral part of the talk and not something tacked on afterwards. As a good writer knows, visual aids are not their own excuse for being—they must reinforce and amplify a point that is worth the making.

While I suggest that each individual's talk be committed to writing wherever possible, I do not suggest that the individual memorize his talk. Prompting devices are available—Teleprompter, TeleQue and "idiot" cards (large cards with an outline of a talk that are help up off camera so that the speaker may refer to them). The speaker may even carry an outline of his talk in his hand and he may even read the talk if necessary; however, this usually is undesirable. Best approach is that the speaker become thoroughly familiar with the talk he has written out, and then throw away the written copy. He should then go over and over his talk aloud, not trying to keep the exact words but merely maintaining the sequence of ideas he originally had written.

### Director's Needs

If you utilize a prompter device, it will be necessary to supply a verbatim script so that the material can be recorded on the prompter. Your director should be supplied with a sample copy of this script. However, if there is no verbatim script available, the director, at the very least, must be supplied with a program outline. He must be thoroughly familiar with the program and sequence of events to take place, so that he can instruct his cameramen what to expect. Obviously, he cannot have a camera on a visual if he does not know when that visual will be used. During "on camera" rehearsal he can pre-set shots; that is he can instruct his cameraman to take this or that shot at such and such a time.

You may want to make a printed copy of the script available to everyone that attends the telecast. As you can see in the timetable, this must be planned well in advance, for the

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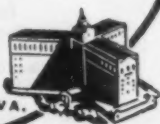
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scripts must be mailed to all of the outlets included in your program. If you are particularly concerned about your audience receiving your message, it is a good idea to provide a printed script that can be read at home at leisure. Obviously, if your program is not "canned," you cannot provide a printed script. However, even if your program is "off the cuff," you can still provide a program outline including salient points.

### Visual "Mechanics"

A word about visual aids and your stage set: Aside from the *raison d'être* for visual aids, there are certain mechanics regarding visuals that should be observed. First of these is that all charts, graphs and signs should be in the proportion of 3 x 4, so that they will cover the field of the camera. As long as this ratio is maintained, these visuals need not be large, unless there is a large amount of detail in each of them that need be seen. Fifteen by 20 inches is a handy size.

Artwork for TV is a field unto itself and should be made for you by people that are accustomed to doing this kind of work. There are problems related to the size and spaces between letters, thickness of lines, and use of color with which you have to contend. Like any optical system, the television system has limits in its power of resolution, and there is nothing more disheartening (and the writer knows) or more

### Dates and Places For Sales Confabs

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6-7 Boston, New England Management Conference  
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7 Springfield, Mass., Sales Conference  
15 San Diego, Sales Rally

deleterious to your program than to have visuals come on screen which cannot be read.

### Simplicity Necessary

In your role as coordinator, your chief concern is that there be visual aids—numerous visual aids—and that they be simple. Simplicity is necessary in both design of artwork and in the kind and amount of material presented.

Limitations of space require that a discussion of your stage set be limited to one guiding principle: Let your stage set reinforce and execute the mood that was created by your

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printed invitation. It should be related to the primary objective of your telecast.

### Rehearsal Time Varies

You will want to supply all involved in the telecast with a written schedule giving the time, place and date of all rehearsals. Amount of rehearsal required varies from program to program. A good generalization is a minimum of five or six hours rehearsal for an hour program. This includes two hours of on-camera rehearsal time. On-camera rehearsal time is best scheduled immediately before the program goes on the air.

During your on-camera rehearsal time, your director will want to pre-set shots that he will use during the program. Obviously, it is important to stress to your amateur talent that they do their parts on the program exactly as they were rehearsed. It cannot be stressed too much that a dress rehearsal, involving make-up, full use of visual aids and all demonstrations, exactly as intended in the final program, is a necessity. Why should amateur talent attempt to do without what professional talent would never dream of going on without—a dress rehearsal?

### Appropriate Dress

Adequate instructions on how your cast should dress appear on page 21. They are applicable unless, of course,

you intend to utilize costumes of some sort.

During early rehearsals, the coordinator should offer suggestions to his director on problems that involve the policy of his company. However, by the time of the dress rehearsal, it is the wise coordinator who stands quietly at the sidelines and permits his director to discharge his responsibility without interference.

### Publicity

Publicity for closed-circuit telecasts is handled much the same as for any other promotional project. However, the coordinator certainly should see to it that his publicity man is fully acquainted with the TV timetable. All publicity releases and enclosures for press kits should be geared to fit into the timetable for the telecast.

A word regarding internal publicity is in order. Every step should be taken to raise the morale of company personnel by generating enthusiasm about the telecast. Closed-circuit is a relatively new promotional tool, and it is amazing to see the profound effect upon company people who witness their company's stepping into progressive promotion.

This foregoing outline is certainly far from all inclusive, but it should alert the reader to the many decisions that will come after the first decision—"Let's do it with TV."

The End

### Chipper says:

Bring your group to

FEATHER  
RIVER  
INN



Finest convention resort hotel in northern California.

Up in the High Sierra—an ideal setting for your meeting.

Golf course at your front door.

Blairsden, Calif. Ph: 16

San Francisco Office  
Ferry Bldg., Garfield 1-4196

Chicago Office  
The Interstate Co., Suite 1450  
Mdse. Mart, Michigan 2-5680

### HISTORIC

Williamsburg  
VIRGINIA



A distinguished setting for meetings conferences, forums

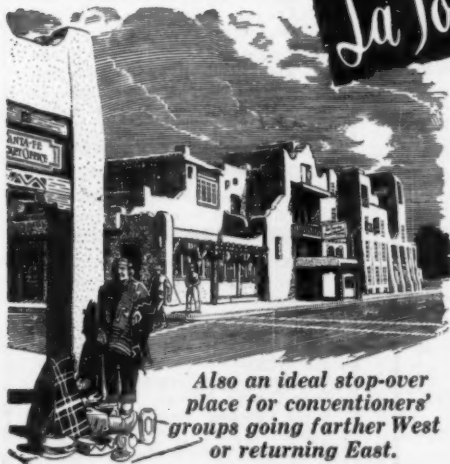
For groups of 10 to 300 persons beautiful Williamsburg offers conference delegates and their families an opportunity of combining business with an enjoyable holiday in this uniquely restored community. Here, where great patriots proclaimed our American faith there is something of interest for everyone—tours through the Governor's Palace, the Capitol and other famous exhibition buildings, 18th century gardens, golf, tennis, cycling.

Fine cuisine, excellent accommodations and true Virginia hospitality contribute greatly to the success of every meeting held in Williamsburg.

Williamsburg Inn & Lodge

For descriptive booklet and information write: Grand St. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off. Office 6-6860

there is nothing like **La Fonda** for meetings and conventions



The famous Fred Harvey Hotel in sunny Santa Fe

New Mexico

is now available for meetings—up to 280 from after Labor Day to June 30, for smaller conferences, the year 'round. Renowned for its Spanish-Indian atmosphere, friendly informality and fine cuisine, La Fonda provides a unique background for memorable meetings. Meeting Rooms, Banquet Facilities. Ideal year-round climate. Sightseeing trips into the Indian Country, curio shopping, golf, fishing, hunting, skiing.—Santa Fe Railroad, Continental and TWA Air Lines.—Write Manager D. L. Cole.

PHONE: 3-5511  
TELETYPE: SANTA FE NM 5861

Also an ideal stop-over place for conventioners' groups going farther West or returning East.



## COAST'S FINEST Convention Hotel



### Staffed To Serve Any Type Meeting

A luxurious resort hotel overlooking the Gulf specializing in conventions . . . finest air-conditioned meeting and banquet room in the South, seating 1500 . . . experienced staff trained to handle a "package convention" for you . . . conveniently located between New Orleans and Mobile. Write us for more detailed information.

JIMMIE LOVE General Manager

THE  
**Buena Vista**  
BILOXI, MISSISSIPPI  
Overlooking the Gulf of Mexico

## planning your sales meeting?



Split Rock Lodge and Club has year-round facilities to make business a pleasure. At 2000 feet elevation, within easy reach of New York or Philadelphia, are newly enlarged conference rooms, spacious cottages and guest rooms, unexcelled service, bar and cocktail lounge, fine food.

For our convention folder and complete information write to William D. Herrmann, General Manager, Split Rock Lodge and Club, White Haven, R. D., Pa. Telephone White Haven 4561.

On Lake Harmony in the Poconos

**Split Rock**  
LODGE AND CLUB

# TV Sessions Gain Momentum

Use of closed circuit TV continues to grow.

The Bell Telephone System, long involved with closed-circuit TV installations, held its first closed-circuit TV sales meeting recently. Color telecast introduced a new sales plan—"Flowers by Long Distance." A sales package to promote the use of long distance by florists was demonstrated during the hour-long show. Over 2,000 salesmen in 47 cities participated in the meeting.

Special feature of the Society of Plastics Engineers, Inc., meeting in Cleveland, Jan. 18-20, will be a live television tour of Du Pont's Polychemicals Department Sales Service Laboratory at Chestnut Run, Del.

Telecast will show new Du Pont products, including a device for injection molding machines. A question and answer period between Chestnut Run and Cleveland is planned for the end of the program.

Sheraton Corporation of America's subsidiary, Sheraton Closed Circuit Television, Inc., announces the first coast-to-coast closed circuit color television network will be in operation in 50 hotels by Feb. 1. Plans call for the network to be expanded to 100 hotels by June. Sheraton can produce a 15 ft. by 20 ft. picture.

Facilities of Sheraton Television will not be limited to Sheraton Hotels. Businessmen may contract for

its facilities to be set up in other hotels, too.

In discussing the new venture, William P. Rosensohn, executive vice-president, Sheraton Television, says, "The network opens new horizons for all industries, but especially those in the soft goods fields, in which color plays such an important part."

The End

## For Company Meetings The LAURENTIDE INN & COTTAGES

Ste. Agathe des Monts  
P. Quebec, Canada



- Open year 'round . . .
- 58 miles north of Montreal, in the heart of the Laurentian mountains
- Ideal for groups up to 75
- Laurentide overlooks lake and mountains . . .
- Complete sports facilities: skiing to golf . . .
- Air conditioned public rooms
- Wives are welcome, too. They'll enjoy our excellent French cuisine!
- Public Address System ● Visual Aids: blackboards, bulletins, projectors (16 mm. sound, 35 mm. slide) ● Exhibit Space

For information & available dates  
write or call collect

Kenneth W. Harrison, Pres.

### The Laurentide Inn

Ste. Agathe des Monts, P. Que., Canada  
Tele. Ste. Agathe 391

A few of the organizations that  
have met at Laurentide:

International Air Transport Association  
Houbigant Sales Corporation  
Trans Canada Airlines  
Royal Liverpool Insurance Company, Ltd.  
Bois McCay & Associates, Ltd.  
Sherwin Williams Paint Company

### CORRECTIONS

In the Convention Facilities Issue, Nov. 20, the following display builders should have been designated as members of Exhibit Producers & Designers Assn.: Olson Designers, Chicago; Displaymasters, Inc., Minneapolis; Structural Display Co., Inc., New York City; The Displayers, Inc., New York City; Harvey G. Stief, Inc., Cleveland; Design & Production, Inc., Alexandria, Va.

In the same issue, page 102, first floor rental of New York Coliseum should be \$18,000. On page 133, Hotel Adolphus' manager should have been listed as Randall Davis and sales manager, Louis F. Evans.



# daytona beach

...THE "KNOW-HOW" CONVENTION AREA!



No last minute headaches . . . no overburdened executives . . . no time-consuming advance preparations. Just turn over your convention responsibilities to us. A full time professional staff handles all planning, registration, accommodations, entertainment, etc. Plus . . . Hotel and apartments accommodating 40,000 . . . meeting rooms for 50 to 1000 delegates . . . air-conditioned auditorium seating 2,500 with exhibit space.

DAYTONA BEACH RECREATIONAL AREA  
ORMOND BEACH - HOLLY HILL  
SOUTH DAYTONA - PORT ORANGE

- WRITE -

PETER NILES, EXECUTIVE DIRECTOR  
CONVENTION BUREAU, 533 SEABREEZE BLVD.  
DAYTONA BEACH, FLORIDA  
OR CALL COLLECT 2-0461

get more

## "SELL"

in your

## SALES MEETINGS

The Berkeley offers an atmosphere conducive to concentration . . . a location that guarantees maximum attendance . . . service that promises efficiency.

The Berkeley's a quick-trip over the Super Highways from both New York and Philadelphia and offers complete facilities to handle meetings of 6 to conventions of 600. Wonderful social activities at the hotel or in the vicinity. All dining and meeting rooms and many bedrooms air conditioned.

For full information, write or phone Mr. Howard A. Heinsius, Sales Manager - PROspect 5-5000 in Asbury Park or WOrth 2-4018 in New York.

HOTEL

## BERKELEY-CARTERET

ON THE OCEAN AT ASBURY PARK, N. J.  
Only 54 fast miles from New York

## World's Biggest Airlift (Non-Military) for Dealers

(continued from page 35)

cite dealer imaginations. While Fedders has less competitors than before—106 estimated in 1954; 75 estimated in 1955—it girds for stronger competition from companies remaining in the market.

### Personal Attention

One facet of dealer trips that is important, according to President Giordano, is personal attention of company officials to dealers. That is why both Giordano (Mr. "G") and Sales Manager Becker make sure to greet and talk to every group of dealers. Mr. "G" is a firm believer that personal contact between himself and dealers is important to dealer loyalty to Fedders.

If a dealer can say to his customer, "The president of Fedders told me himself, just three weeks ago . . .," it makes the dealer feel important and makes him want to talk about Fedders' products.

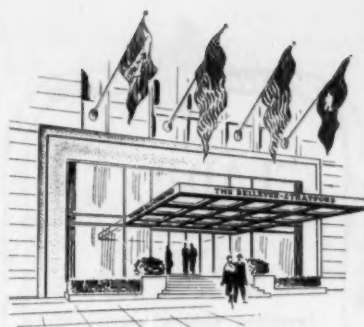
### Teaser Signs

While fun and relaxation are designed into Fedders' Jamboree, a little business creeps in toward next season's sales program. In hotel lobbies in Montego Bay were large signs asking what various foods have to do with Fedders. This teaser campaign was designed to stimulate interest in a forthcoming advertising campaign on the theme: 95.2% of homes have electrical refrigerators to preserve food from heat and humidity, but less than 5% have air conditioners to preserve humans from heat and humidity. "Are pickles worth more than people?" is the idea Fedders hopes to get across.

Whatever trips Fedders plans for the future, it will have difficulty in making dealers happier than at its Jamaica Jamboree. There, dealers could have meals served in their rooms or on their balconies; could have haircuts in their rooms; and just about every type of personal attention one might want on a vacation.

Strangest part about the entire project—especially to Fedders—is that among 2,500 people, not one person registered a complaint of any kind about anything. The company knows it has to plan some to maintain that kind of record next time.

The End



HERE'S A

## new

BELLEVUE-STRATFORD  
FOR YOUR CONVENTION!

new A completely modernized

hotel awaits your meeting. New show case entrances, new lobby. 700 redecorated rooms, television and radio.

Air conditioned new from top to bottom, including meeting rooms, bedrooms and all public space.

## new

Three delightful restaurants. Spectacular new Stratford Garden, redecorated Hunt Room and Coffee Shop. New Viennese Cocktail Lounge.

new New meeting rooms capable of handling from 10 to 2000 persons. Every possible facility for your group's needs.

An experienced new and augmented staff to take care of every detail. You'll find we have set new standards in cooperation. All these new benefits await your group at the most convenient location in Philadelphia!

Write for floor plans and details.

the new

## Bellevue-Stratford

Broad Street at Walnut,  
Philadelphia 2, Pa.

THE  
**CLARIDGE**  
HOTEL

ATLANTIC CITY  
MODERN AS TOMORROW  
TO SERVE YOU TODAY

Seventeen meeting rooms—climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

A choice of 400 spacious rooms—majority overlooking the ocean—each with private tub and shower, fresh and sea water—music for dancing twice daily.

**GEORGE E. BRUNI**  
Vice President & General Manager

**ADA TAYLOR**  
Director of Sales

**STANLEY B. CAMPBELL**  
Sales Manager

Telephone Atlantic City 5-1271

*THE SKISCRAPER  
BY-THE-SEA*



THE MIAMI BEACH HOTEL THAT  
SPECIALIZES IN CONVENTION  
"KNOW-HOW"

FOR FULL DETAILS ON HOW WE CAN  
HELP PLAN YOUR NEXT "SUCCESSFUL"

## CONVENTION Sales Meeting

Write Direct to:  
**Tom MacSpeiden**  
GENERAL MANAGER  
Complete Accommodations  
from 10 to 500 people

**Monte Carlo**  
HOTEL • POOL • CABANA CLUB

ON THE OCEAN  
AT 65th ST.  
MIAMI BEACH • FLORIDA

## How to Attract Visitors: Give Uranium Stock Free!

Brightest new idea to draw attendance to a showroom during a market week was developed by Phantoms Girdles, a division of Guild Foundations, Inc., New York City.

Showroom visitors were promised—and received—shares of uranium stocks, registered with the U. S. Securities and Exchange Commission.

The attendance promotion topped anything Phantoms has ever tried and the cost was so low "we're almost ashamed to mention it," says Seymour I. Kawaller, vice-president. In confidence he reports it meant a cash outlay of roughly \$350—that's all!

## DESIGNED WITH MEETINGS IN MIND...

*The* **Empress**  
Miami Beach's **NEWEST** Luxury Hotel

Featuring a Convention Ball Room with banquet facilities for over 800 persons...4 additional Meeting Rooms—Special Display Areas—Penthouses...

### ... for pleasure:

Huge salt-water swimming pool... private beach... night club... fully equipped Turkish Bath... complete entertainment program.

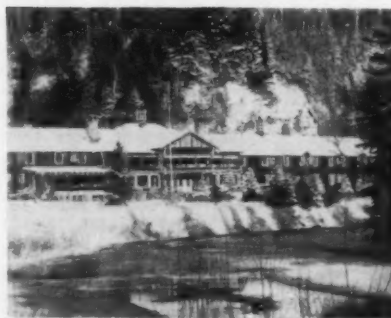
### ... and for convenience:

Ideal oceanfront location convenient to golf... racing... deep sea fishing... shopping... theatres and night clubs... Completely Air Conditioned with individual thermo control in every guest room.

Write for Color Folder and Convention Specification Sheet:  
**Jack Parher, Managing Director**



DIRECTLY ON THE OCEAN—43rd to 44th Streets—Miami Beach, Florida



The Finest Canadian  
Year-Round Resort

## THE ALPINE INN and Cottages

A CARDY HOTEL  
52 Miles North of Montreal

The Picturesque Alpine Inn in the Wonderland of the Laurentian Mountains offers the Finest Facilities for your Meeting and Convention.

- 1—Accommodation for 200 guests.
- 2—Food in the best tradition of the French Cuisine with a choice of Vintage Wines to enhance your meal.
- 3—A variety of entertainments such as: 9-Hole Golf Course, Swimming Pool, Tennis Court, Ski-Tows, Ski School, Horse Shows, Aquacades; Fashion Shows by Montreal leading Department Stores, Masquerades etc.
- 4—Comfortable Lounges with open Stone Fireplaces and Mount Baldy Room with its popular Alpine Style Bar.
- 5—Spacious Dining Room overlooking the North River.
- 6—Private Room for Meetings.
- 7—Dow-Jones Tape Ticker, for the convenience of our guests.

For information and reservation, apply **THE ALPINE INN**,  
Ste. Marguerite Station, Quebec, CANADA.  
New York Representative: William P. Wolfe Organization,  
500 Fifth Avenue, Tel. LOngacre 5-1114.

In advance of market week, Phantoms sent out announcements to buyers and inserted advertising in business publications based on a "Strike It Rich" theme. From the Sands Hotel in Las Vegas, Phantoms imported a "one-arm-bandit" slot machine. In addition, Sands sent some of its money bags.

### Send Uranium

A sample of uranium ore and an invitation were mailed in a money bag. When buyers arrived at the show room, they were invited to play the slot machine (operated without coins). For merely showing up, buyers received five shares of uranium stocks. If they hit the jackpot on the slot machine, they received up to 100 shares of stock.

Little cash was involved in the stocks as they sell for just 20 cents a share on the market. Big problem was to get a broker to handle transactions that involve a dollar's worth of stock each.

Phantoms' showroom was decorated in a Western motif with the help of saddles and bridles borrowed from a Long Island riding stable. A

chuck-wagon style breakfast and luncheon was served for guests.

To handle the stock transactions, Phantoms finally induced Julie Bean, partner, Singer, Bean and Mackie, to arrange for the stock sale. Bean purchased blocks of stock for Phantoms' accounts in the over-the-counter market. In addition to publicity, Bean considered the value of a fresh list of stock owners as incentive to handle the unprofitable transactions.

Visitors received special certificates upon entering the Phantoms' show-

room. Actual stock certificates are to be mailed to recipients in an envelope marked "Uranium Stocks Inside."

### Follow-up

"Nobody will fail to open this envelope," says Kawaller. They will notice, too, along with the stock certificate, Phantoms' new price list — an excellent followup to an already successful promotion.

The End

## meetings at *Grand Canyon* draw top attendance



**Grand Canyon**  
is most enjoyable in Spring, Fall and Winter—a fine side trip for conventioners traveling West or returning East.

**Fred Harvey Hotels El Tovar and Bright Angel Lodge on the brink of the South Rim Arizona**

are available for conferences up to 300 between October 1 and April 30 (except Easter week)—just when city hotels are crowded. Meetings are always well attended — everybody wants to see the greatest of the world's seven wonders. Meeting Rooms, Banquet Facilities. Moderate rates. Conducted Motor Sightseeing Drives, Muleback Trail Trips and Indian Dances provide fascinating outdoor activities all year.—Santa Fe Railroad direct to hotels, Frontier Airlines.—Write to Manager W. D. Rouzer.

PHONE: 40  
TELETYPE: GRAND CANYON ARIZ. 3661

*Sales Managers Acclaim!*

*—the*  
**SORENO Hotel**

ST. PETERSBURG FLORIDA

*Delegates Agree!!*

Sales meeting executive conference convention big or small, you can rest assured that your meeting at the Soreno will be an outstanding success. Our well-trained convention staff will work with your chairman on every detail.

- Meeting rooms accommodating 10 to 500
- Superb cuisine—2 dining rooms
- Beautiful ball room
- Cocktail lounge entertainment nightly

For dates—Fall, Winter, Spring

Write, wire, phone Director of Sales

Alsonett Resort Hotels

P. O. Box 3042

Phone 7-7801



*"The Ultimate in fine Living"*

Let the staff at any **Jack Tar** hotel help you blend pleasure with business to make your convention a real success.

**GROVE PARK**  
ASHEVILLE, NORTH CAROLINA

**FORT HARRISON**  
CLEARWATER, FLORIDA

**FRANCIS MARION**  
CHARLESTON, SOUTH CAROLINA

**JACK TAR HOTEL In The Keys**  
MARATHON, FLORIDA

**JACK TAR**  
GALVESTON, TEXAS

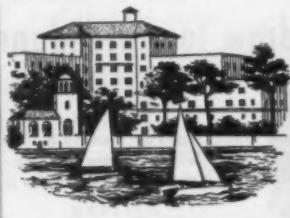
**ORANGE HOUSE**  
111-room hotel to open in mid 1956  
ORANGE, TEXAS





## Newly Styled Throughout the General Oglethorpe

The new ownership of this fine resort has redecorated the entire hotel . . . and two-thirds of all guest rooms have been air-conditioned. 2 air-conditioned ballrooms! 18-hole golf course on our own grounds, giant outdoor pool, boating, fishing, tennis, dancing. Attractive convention rates. Write for color brochure and information.



## the General Oglethorpe

Hotel, Golf Club and Cottages  
WILMINGTON ISLAND, SAVANNAH, GEORGIA

## ST. CLAIR HOTEL

Michigan Blvd. at Ohio St.  
Chicago 11, Ill.

6 Large Air Conditioned  
Meeting & Banquet Halls  
Accommodating 20-250  
Persons—8000 Sq. Ft



600 Outside Sleeping  
Rooms—450 Overlooking  
Lake Michigan

Owner Management Assures  
Personalized Service

For Complete Information  
Address D. J. Gardner

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## BEST I'VE HEARD

An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

### Subject: PLAIN TALK

A plumber wrote to the National Bureau of Standards to say that he had used hydrochloric acid to open plugged pipes quickly and wanted to know how wise it was to use this method regularly. A Bureau scientist replied:

"The uncertain reactive processes of hydrochloric acid place pipe in jeopardy when alkalinity is involved. The efficacy of this solution is indisputable, but the corrosive residue is incompatible with metallic permanence."

The plumber wrote back to thank the Bureau for telling him that his method was effective. The scientist was disturbed about the misunderstanding and showed the correspondence to his boss—another scientist—who immediately wrote the plumber:

"Hydrochloric acid generates a toxic and noxious residue which will produce submuriate invalidating reactions. Consequently, some alternative procedure is preferable."

The plumber wrote back that he agreed with the Bureau: Hydrochloric acid works just fine. Greatly disturbed, the two scientists took their problem to the top boss. Next day the plumber received this telegram: "DON'T USE HYDROCHLORIC ACID. IT EATS HELL OUT OF THE PIPES."

### Subject: DEFICIT FINANCING

"Just look at this display I've got," said the sales manager to his neighbor in the exhibit booth next to his. "It was designed by an outfit in New York, built by a firm in Chicago, with plastic for the miniature engine from Philadelphia, transparencies processed in San Francisco, and I'm using the display here in Cleveland."

"What's so remarkable about that?" asked his neighbor.

"Remarkable?" replied the first exhibitor. "Isn't it remarkable so many people can make a living out of something I haven't paid for?"

### Subject: THE CONSULTANT

Assembly line of a huge plant shut down suddenly and plant engineers scurried around frantically to trace the mysterious cause of machinery failure. Twenty-four hours later the trouble was still not found and hurried calls for assistance produced no one who could get the plant into operation.

"Only one man in the country can help you," several experts told the president. "Well, get him here!" shouted the executive excitedly. "We're losing thousands of dollars an hour."

The consultant was located at his home on the West Coast, told of the emergency and begged to catch the first plane east. He did and was on the scene 10 hours later. He listened to the explanation of the trouble by the chief engineer and the pleading of the president to get the plant going "whatever the cost."

Borrowing a hammer from a work bench, the consultant climbed into the maze of machinery and made a 60-second examination. He followed the examination with the heavy blow of the hammer somewhere inside the complicated works. With the blow, the assembly line and all machinery sprang into action.

When the consultant's bill arrived next week, the president, comptroller and half a dozen other executives almost hit the roof. The consultant's bill was for \$75,300.50.

"Outrageous!" screamed the president. "All he did was hit the control box with a hammer." "We should demand an itemized bill," suggested the comptroller and so wired the consultant.

Back came an itemized bill:

Travel expenses .....	\$ 300.00
Swinging hammer .....	.50
Knowing where to hammer ...	\$75,000.00

### Subject: FORM LETTER

A man found bedbugs in his bed and complained to the hotel. He got a cordial letter back explaining that these things happen once in a while. They were very careful, but you can understand how things can happen and they thanked him for writing. But somebody had forgotten to detach a little slip that said, "Send this character the bedbug letter."

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